# PACKAGING BRARY PUBLIC LIBRARY OCT 3 0 1936 PACKAGING BRARY



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OCTOBER 1936

Give the dealer



Help is what the dealer wants-help is what he gets from these Superkleen Brush Displays. They sort out the entire line of brushes according to types of paint jobs, get them out of drawers and cabinets, arrange a complete and orderly department right in the line of sales fire.

O two merchandising problems are identical. In designing a display piece for your product, in your retail field, you need the help and experience of specialists-men who are tackling and solving the really tough merchandising problems of today. Our Merchandising Specialties Division, made up of such men, offers the only complete service of its kind. Not only has it ready access to our Marketing Department, but it is in a position to employ, through its Art Department, the finest artists and designers in the country.



They attract attention, invite handling, help the customer make up his mind, help the dealer make the sale. In other words, they HELP to such an extent that the makers of Superkleen Brush are able to say, "Special merchandising features like these make Superkleen the fastest selling line in the country."





Every woman would like to be beautiful . . . unfortunately, all cannot be so . . . but all, or nearly all, may have a soft, smooth, healthy skin . . . and this, if not actually beauty itself, has its measure of recompense > > There is probably no business serving mankind, or more properly womankind, more deserving of an accolade than the cosmetic industry . . . it grants woman's most heartfelt wish . . . and in doing so has made this world a more beautiful place in which to live > > > Because the manufacturer of cosmetics sells beauty rather than product, his packages should suggest that fact . . . attractively decorated Phoenix Metal Caps, utilitarian though they are, aid in suggesting that fact.

help at the

Y S

YS

### PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLY

## MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 10 NUMBER 2

#### OCTOBER, 1936

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#### NEXT MONTH

The Beatrice Creamery Company, with branches in over forty cities, has long recognized the value and effectiveness of "point-of-sale" advertising. This com-pany keeps its dealers well supplied with display material at all times, not only quantity but variety. In The Modern Display section for November is featured a well illustrated story which tells of the display activities of this company.

The plates used for the front cover illustration of this issue were furnished through the courtesy of R. H. Macy & Company, Inc. On page 50 appears an article "Packaging in America's Largest Store" which describes the plan followed by this company in the development and production of its packages.



So

Published the 15th of each month by Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western office, 221 N. LaSalle St., Room 620, Chicago, Ill. Telephone Randolph 6336. Publication office, Erie Ave., F to G Sts., Philadelphia, Pa. Also publishers of Packaging Catalog, Modern Plastics and sponsors of the Permanent Packaging Exhibit.

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### there's a reason why...

### THE DRUG FIELD is GOING REDINGTON, TOO



M ILLIONS of dollars have been invested by the drug, cosmetic and proprietary industries in Redington Automatic Packaging Machines. So far in 1936 alone, they have put many thousands of dollars into Redington cartoning, wrapping, carton sealing and Cellophane wrapping machines.

"Of what importance is that to me?" is your natural question. Briefly, this: No company can afford to risk money, time or expensive delay in machines of unproved performance... or work with packaging engineers unfamiliar with problems in its field.

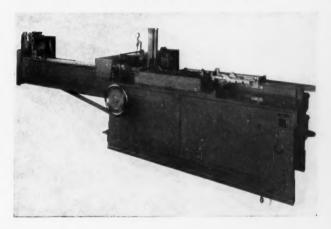
Redington drug experience goes back more than twenty years. Today Redington machines are lowering labor costs for practically all of the industry's leaders. They are also helping make unusual, sales-building packages economical to produce. Just look at this partial list:

All Listerine packages with their unusual, distinctive wrap... the "None Genuine" paper band around the Castoria carton... the way a circular is wrapped around both ends of Dr. Scholl Corn Pad (the buyer can't help seeing the circular)... Pond's 500-sheet cleansing tissue package—a difficult packaging problem... and, as a contrast in size, the Glaseptic Ampoule carton of Parke Davis & Company (the smaller ones contain as little as ½ cubic centimeter of liquid).

Our experience in building packaging machines takes in practically every field and extends over a period of almost forty years. So, no matter what your problem, "if it's packaging, try Redington first."

## Another Continuous Loading Cartoner Installation

This remarkable new machine now automatically cartons the corn and bunion pads of a world famous producer... these pads, mounted on crinoline, are cartoned together with a circular ingeniously inserted, at a speed of more than 130 a minute... smoothly, quietly and efficiently.



F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., CHICAGO, ILL.



We'll gladly explain the features of the Redington installations for any of the packages shown above.

. . for CARTONING . CELLOPHANE WRAPPING . CARTON SEALING



### "GOODBYE, SON, TAKE CARE OF YOURSELF!"...

Every bit of knowledge and skill you possess is wrapped up in that package trudging so bravely into a cold world.

It was right when it left your door, but will it be right on the table of its consumer? On that answer hangs your reputation.

So "trivial" a thing as a piece of paper can often decide between success or failure.

Here at KVP we specialize in food protection papers. We are helping many concerns protect their products and their profits. We might help you.



KALAMAZOO VEGETABLE PARCHMENT CO. PARCHMENT (KALAMAZOO COUNTY) MICHIGAN

## Protected and Beautified



## with SYLPHRAP (Reg. U. S. Pat. Off.)

"Quality's Best Attire"

Bottles, labels and closures are kept clean and sanitary in this brilliant transparent wrap. Contents of bottles are less liable to be tampered with. SYLPHRAP is made in clear colorless and twelve beautiful colors. It will lend a harmonious note of color to your package.

For products subject to rancidity, use our Bancidity Betarding Old Gold Sylphrap

### SYLVANIA INDUSTRIAL CORPORATION

SYLPHRAP DIVISION

122 EAST 42nd STREET

**NEW YORK CITY** 



## THAT'S THE PACKAGE Weiting for



Something new to "talk up" . . . to build a new sales story around . . . your salesmen will welcome it. They know real selling ammunition when they see it. They'll appreciate a Package by Ritchie.

A Package by Ritchie is a sound talking point. It carries

weight with the dealers. It's a convincing argument for keeping your product out where people can see it, ask about it, reach for it.

For dealers recognize in a Package by Ritchie the attraction that catches a customer's eye, rouses the customer's interest and desire. They see the promise of consumer demand in the planned appeal of a Ritchie design.

You can "merchandise" a Package by Ritchie profitably in your dealer promotion literature. You'll find it helps to secure new dealers and to keep present dealers sold; to get your product into the store and to keep it moving into the consumer's hands.

### Writz for this Booklet



It will give you new appreciation of modern packaging... and new ideas on point - of - sale merchandising. Describes in detail how Ritchie operates and how to take advantage of Ritchie's designing facilities. Send for your free copy.

### W. C. RITCHIE AND COMPANY 8849 BALTIMORE AVENUE CHICAGO

NEW YORK

PHILADELPHIA

DETROIT

CINCINNATI

LOS ANGELES

ST. LOUIS

MINNEAPOLIS

FT WAYN

. . AN ANNOUNCEMENT OF IMPORTANCE TO EVERY LARGE USER OF PACKAGE PRINTING from CHAMBON CORPORATION, Designers and Builders of

### CHAMBON

## & CHAMPLAIN ROTARY PRINTING PRESSES

We are pleased to announce the opening of our new plant at Garfield, New Jersey. Under the same management and operating under exclusively controlled patents, we will continue to manufacture CHAMBON presses as we have done since 1928 when this now solely American-owned company was formed. In addition, we will introduce a new automatic rotary printing press — the CHAMPLAIN — combining the best features of the CHAMBON press with several new and exclusive developments which promise to revolutionize package printing. Our new plant will have 100,000 feet of space devoted to every phase of production from press opportunity plates. CHAMBON continues to keep pace with the demands of American

manufacturers for high speed rotary presses capable of producing the



CHAMBON CORPORATION • GARFIELD, NEW JERSEY
Outwater Lane & Spruce Street

## CHRISTMAS CARTONS must have Everything.".



.. and A·C·M Clay Coated Board

has Everything!

A.C.M. CLAY-COATED has every quality necessary to make your Christmas Carton outstanding. Its smooth surface gives crispness to the printing of your design. Its Clay Coating, preventing ink absorption, gives brilliance to its color.

A.C.M. CLAY-COATED in your carton gives it quality. It presents a rich appearance to the eye and a smooth finish pleasant to the touch. The strength and rigidity of A.C.M. CLAY-COATED also enhances the quality of your carton.

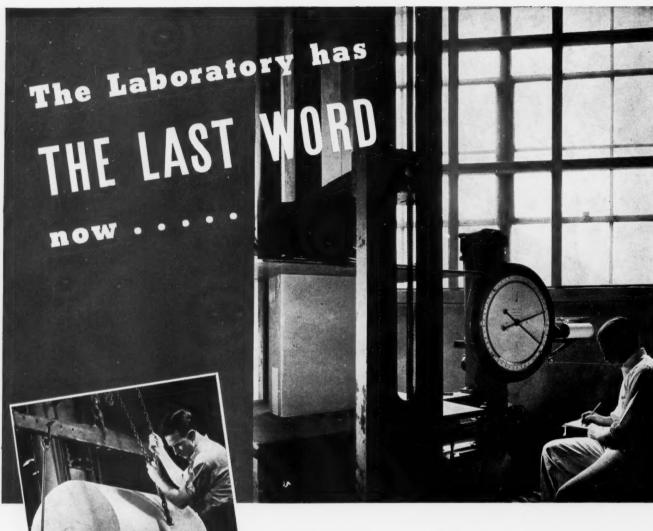
Only a fine Clay-Coated board such as A.C.M. CLAY-COATED will give your Christmas Carton the appeal necessary to increase sales.

A.C.M. CLAY-COATED is worth investigating. Write or phone us and a representative will call.

## AMERICAN COATING MILLS, INC.

MAIN OFFICE • ELKHART, INDIANA

NEW YORK 22 East 40th Street CHICAGO Wrigley Building



#### Clears up the subject of Corrugated Containers Send this coupon for Free Booklet that will help you in your buying.

		-	
CONTAINER COR			A C-10
111 West Washingto	.,		
Gentlemen: Please : rugated Shipping Ca	copy of	"The	Cor-
Name			

Name\_\_\_\_\_\_Position\_\_\_\_\_\_Company

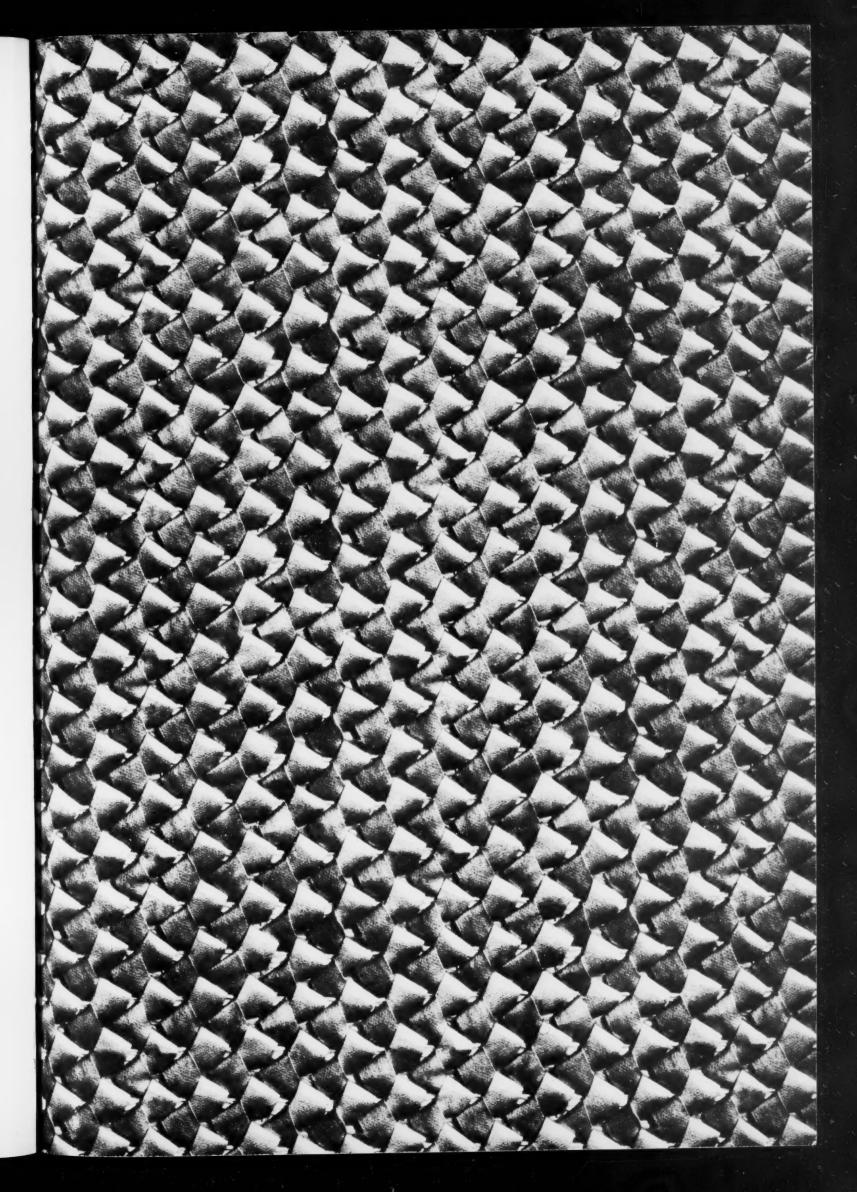
Address

• Makeshift, uncontrolled "tests" once passed on the strength and construction qualities of paperboard packaging. Today, in Concora mills and plants, the laboratory has the last word . . . always. Laboratory scientists work with accurate instruments to determine the ability of Concora shipping containers and folding cartons to do the jobs they are built for, to stand up under the handling they will receive. Tests are definite and sure. Paperboard standards are exact—and materials must measure up.

This scientific background—from precise chemical formulae to final tests—puts *Concora* products on a real specification basis. Ask our representative to show you how this widens the field of package merchandising, helps you solve display and shipping problems—it has proved the answer to the tune of 1500 tons of paperboard a day.

### CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS



## RIBBON NO. 49

THE HIT OF THE SEASON

An easy to print box covering paper for CHRISTMAS PACKAGES and at a reasonable price. The intricate weaving of the ribbon motif will draw attention to the box on which it is used-Besides Red and Green it may be had in almost any color as it is made to order. By all means send for sample work sheets without delay.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.





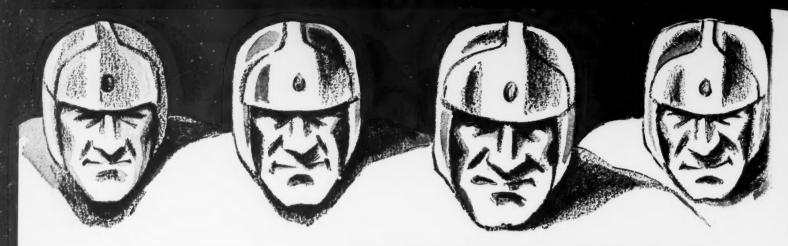
Put a new punch in your packaging . . . give your products an irresistible attack in the prize ring of modern selling . . . by standardizing on Kimble Glass Vials. These dainty carriers of brilliant crystal have enabled new and old products to put the "K.O." on competition. Retempered and "strainfree"—light in weight and convenient to carry—Kimble Vials are today first choice of America's great drug and proprietary manufacturers, of internationally known perfumers, chemical firms, and food packers—for sampling and packaging articles that must sell quickly and in tremendous volume.

Don't trifle with bulky, unsightly containers when Kimble Vials are so inexpensive and so readily adaptable to all types of closures, labelling, and sampling or packaging plans. Consult Kimble FIRST!



KIMBLE GLASS COMPANY · · · VINELAND, N. J.

NEW YORK · CHICAGO · PHILADELPHIA · DETROIT · BOSTON



## HOLD THAT VACUUM

MANY FOODS have to be packed under vacuum; with others it is a distinct advantage for safer, more dependable preservation and in retaining improved flavor under all conditions. With Anchor closures the processes and problems of vacuum packing foods are greatly simplified. No matter what the character of your product, whether you use a high or a low vacuum, mechanically drawn or natural, you can select

a type of Anchor closure that will just suit . . . and one that you can be absolutely sure will hold the vacuum intact against all forces that may tend to weaken or destroy it. For meeting any and every condition, Anchor has a full complement of styles, each with its particular features and advantages which the Anchor representative will be glad to explain to you upon request . . . and in relation to your special situation. Anchor Cap & Closure Corporation, Long Island City, New York; Toronto, Canada. Branch offices in all principal cities.

The Anchor All Star team of caps suitable for vacuum packing presents an unbeatable aggregation of types and styles whose power and efficiency have been proven. Here we show them in formation: R. E., Anchor Halyard Cap; R. T., Anchor 2-pc. C. T. (or Deep Screw) Cap; R. G., Gasket Lined Deep Screw (or C. T.) Cap; C., Anchor Pilot Cap; L. G., Gasket Lined Anchor Amerseal Cap; L. T., 2-pc. Amerseal Cap; L. E., Anchor Band Cap; Q. B., Anchor D Cap; F. B., Anchor T Cap; R. H., Anchor K Cap; L. H., Anchor F Cap.



THE
ANCHOR
LINE-UP OF
VACUUM
TYPE CAPS

Caps by AILCHOR



### Decorated.. FOR ACTION ON THE SELLING FRONT

F

Great sales possibilities exist in decorated tumblers . . . for dealer promotion, in achieving unusual design effects, in adding color and glamour to a packaged product, in interesting the buying public through the re-use value offered.

Capstan decorates tumblers to the queen's taste. Most modern equipment and production facilities enable us to do a quality job of decorating efficiently and economically . . . and to give you the best of service into the bargain. The three tumblers illustrated above are but typical of the almost unlimited range of attractive designs that can be worked out. May we submit samples and discuss your requirements with you? Capstan Glass Company, Connellsville, Pa. Associate Company: Salem Glass Works. Branch offices in all principal cities.

## IAPSTAN Glass



• Because Acme Silverstitch is high in quality it is an <u>economical</u> stitching wire. Its galvanized finish helps to avoid the lessened sales appeal of rust-stained cartons and inside packages.

Its strength provides secure stapling to resist rough treatment in transit and han-

dling, and avoid damage to your goods.

Acme Silverstitch is perfect in width, thickness, temper. It comes in one-piece, five-pound and ten-pound coils. These facts mean more stitching work per day. Dollars-and-cents reasons have won preference for Acme Silverstitch.

### ACME STEEL COMPANY

General Offices: 2843 Archer Avenue, Chicago, Illinois
Branches and Sales Offices in Principal Cities

STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED AND SOLID FIBRE BOXES

## FREE!

Get a free test coil and try it out. Acme Silverstitch is its own salesman. State size of wire you use.



READ

### CALOX

TOOTH POWDER

The Efficient Dentifrice Cooling-Refreshing

A McKesson Product

HANDY SIZ€



## TWEED A NATURAL CONSULT

The American Beauty Paper Sample Books

### OR WRITE

The Art Department of

C. R. WHITING CO., INC.

MANUFACTURERS

HACKENSACK, N. J.

WHEN DESIGNING A BOX
WITH A FANCY PAPER



Only a few firms require boxes of this type. But it is a significant fact that we produce many of the heart-shaped boxes that are made. Significant . . . even though you're interested only in other shapes: Because a heart-shaped box is about the hardest shape of all to make perfectly. When a boxmaker wants to test a workman, he sets him to making heart shapes. When you want to test a boxmaker, that's also a mighty

good way of getting a line on his plant, his staff and his ability.

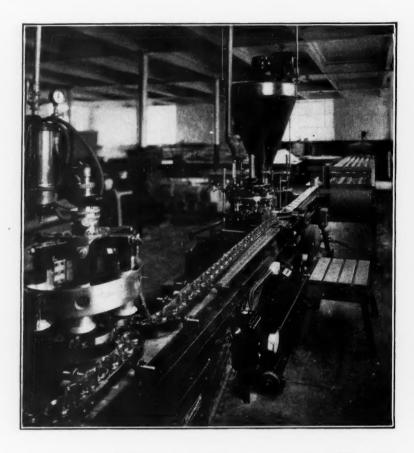
Maybe you are interested in heart-shapes after all . . . as proof of our ability to build your boxes, of any shape, up to the highest standard of quality, within the most rigid limits of cost. Let's talk it over . . . by mail or in your plant or ours. No obligation, just write—

### FERDINAND BUEDINGEN COMPANY

Fine Paper Boxes and Paper Specialties

Rochester,

New York.



## PHILLIPS Facial Creams ACKAGED

-BY KIEFER

An essential in packaging these exquisitely dainty products is scrupulously clean jars! The Kiefer "Air-Line" Jar Cleaner, using 60 pounds of filtered, compressed air, leaves not a speck of dirt.

Another essential: a neat, accurate, solid pack of cream. Kiefer's "Vari-Visco" Filling Machine fulfills every demand.

Jars loaded on conveyor, are automatically cleaned, filled, delivered upon Kiefer To-Fro Cooling Belt. Only one operator needed.

> Find out TODAY what Kiefer Equipment will do in your plant.

### THE KARL KIEFER MACHINE CO. CINCINNATI

A. J. STERLING 225 Broadway Room 1209 New York, N. Y.

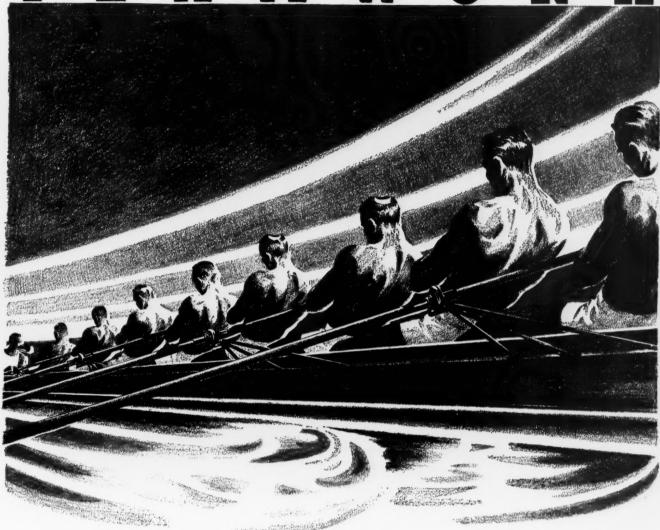
M. C. FINN 10 High St. Boston

T. C. KELLY 222 W. Adams St. Chicago

P. JORGENSEN 311 California St. San Francisco

C. S. DU MONT Windsor House Victoria St. London, England

### TEAMWORK





**VPO...** A Better One Piece Vacuum Closure IT takes more than muscle and brawn to make a winning crew. Without teamwork and perfect coordination, the result of individual effort is lost.

At CCS there is a capable management and a highly trained personnel, all pulling together to produce the best possible closures and to give you deliveries and service that exactly meet your requirements. It is this teamwork and harmony that have made CCS a great institution. It is this teamwork and harmony that make CCS Closures outstanding in their sealing efficiency and dependability.

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.

WORLD'S LARGEST MAKERS OF CLOSURES
FOR GLASS CONTAINERS



### ROLL PRINTING

This advertisement is addressed to a limited number of manufacturers using the highest quality of package and specialty printing in large quantities, in rolls. We are equipped to furnish multicolor labels and wraps in rolls, varnished or lacquered if required. We invite correspondence from manufacturers now using roll printing and from those planning to install modern wrapping machinery utilizing roll printing.





### TEMPTS YOU TO READ THIS

The sparkle of Aluminum ink is what caught your eye, made you pause, read.

On your labels, wraps, cartons, and cans, Aluminum ink has the same action-compelling power. It catches the purchaser's eye, suggests fresh, attractive contents, urges buying. Aluminum ink spotlights your product as no other color does.

We make no ink, but we do prepare

Alcoa Albron Paste and Powder, the pigment of the brightest and best Aluminum inks, now available from leading ink manufacturers. You will want the latest information on important new developments which make Aluminum inks brighter and better. Get in touch with us. ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pennsylvania.

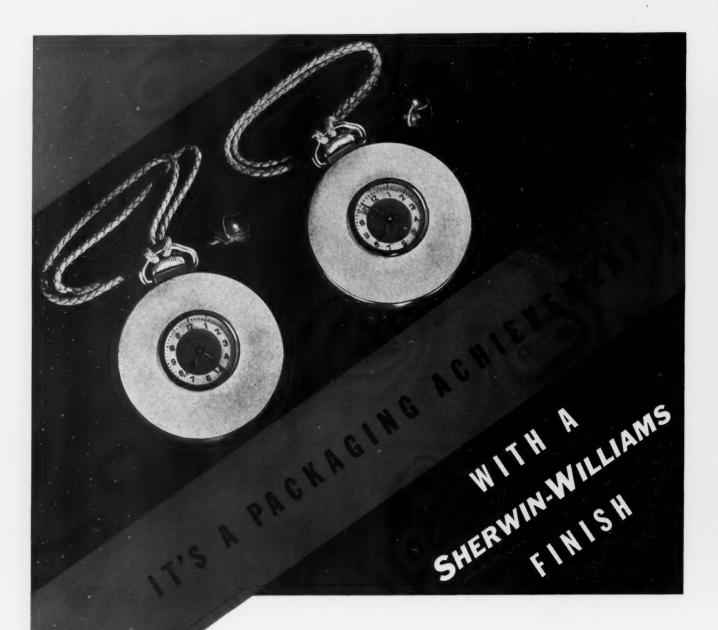


ALBRON

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ALCOA · ALUMINUM



fagraham's new Lapel atch is eclipsing all sales records—attribute the smart new case created by instocrat Closeco., N. Y.—distributors, and to the durability at rich beauty of the S-W Kem Finishes applied These finishes are winning public prefertor Ingraham's new timepiece.

Comments H. S. Products Finishing Co., Brooklyn, N. Y., "Kem Art Metal Finish and Kem Baking Enamels are so far ahead of similar type finishes that they are in a class by themselves.

"The easy handling and uniformity of this finish in color, body, spraying and baking qualities makes possible the finishing of these watch cases by special automatic spray equipment at the rate of more than 4,000 per hour and thus helps to bring the cost of production well below that possible where less highly developed materials are used."

Why not give your packages the added beauty and protection of a Sherwin-Williams Finish? The Sherwin-Williams Finishing Engineer is also at your service without cost or obligation, to help you set up an economical finishing system and to develop fin-

ishes to give your metal or paper products the greatest appeal in today's market. Write The Sherwin-Williams Company, Cleveland, Ohio, and all principal cities.

## SHERWIN - WILLIAMS FINISHES

SEE THE SHERWIN-WILLIAMS FINISHING ENGINEER



• The bright finish of Nesco Casseroles is amply protected against scratching and marring with economical KIMPAK.

The reason for KIMPAK'S dependability is its softness, resiliency and freedom from dirt and foreign substances. KIMPAK guards against shipping damage and breakage. It can be applied easily and quickly. Saves time, labor and money. No matter what your product, KIMPAK will solve your shipping problem.

KIMPAK comes in sheets, rolls and pads of

various sizes and thickness. Mail coupon now for FREE portfolio of KIMPAK samples.

NIMPAR MAN STORM	FREE! 1936 Portfolio of Kimpak
Kimpak case a lannag proleta against shopping lamnage com - one - samener - casesare	KIMBERLY - CLARK COR- PORATION, Neenah, Wisconsin Address nearest sales office: 8 So Michigan Ave., Chicago; 122 E 42nd St., New York City; 510 W 6th St., Los Angeles.
AUMINIATIONAL COMPONATION STRAIGHTON	Gentlemen: Please send us the 1936 Portfolio of KIMPAK.
Common	M.P10
Company	
Address	***************************************
Attention of	

### KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Sales Offices: 8 South Michigan Ave., Chicago 122 East 42nd St., New York City 510 W. Sixth St., Los Angeles

LIGHT SOFT ABSORBS GIVES

AS A SPONGE SPRING



## There is a RESINOX molding m

Cameo-like beauty and rugged strength + The Resinox Corporation specializes in the manufacture of molding powders to meet the individual requirements of the molder and the package user. + Resinox molding powders may be obtained in varieties that are non-fading, non-bleeding, tasteless and odorless. They possess such industrially valuable characteristics as high torque strength and resistance to water, heat, checking, chipping, blistering and warping. Resinox is available in a wide color range including pastel tints as well as standard colors. + Distinctive molding qualities and inherent beauty—combined with moderate price—are definite reasons for the rapidly growing popularity of Resinox. Consult your molder or write Resinox Corporation, 230 Park Avenue, New York, N. Y.



ng material for every molding need



the nox sess ring ctive opu-

## WHEN YOUR ORDERS ARE SHIPPED

#### BLISS BOXES

This type of Bliss Box with three flanges on each end protects products where end thrust of contents is to be guarded against. Flanges also serve as vertical reinforcement when boxes are stacked. Ask for details of other types of Bliss Boxes.

BLISS BOX OPEN



BLISS BOX AND BOTTOM STITCHER suitable for stitching all kinds of set-up boxes, display boxes, telescope boxes and small cartons. Also stitches No. 4 BLISS BOXES, and bottoms of Regular Slotted Containers. Quickly changed from box to bottom stitcher by lowering box arm and setting post in position. Forms and drives as many as 400 wire stitches per minute.



BLISS POWER LIFT TOP STITCHER seals the tops of BLISS BOXES and Regular Slotted Containers with wire stitches. Almost entirely automatic in its operation. Table automatically raises and stops at right position for stitching top of containers. Table adjustable to height of conveyor or trucks for transferring containers without lifting. Stitches many more containers per day than other types of Top Stitchers.

Your goods must reach the point of sale in perfect condition.

It is *important* to provide your Shipping Department with good shipping cases and the best types of equipment for assembling and sealing them.

Also, Packing and Shipping are items of cost of manufacture. It is desirable to keep the cost as low as possible.

Bliss Boxes, made of solid fibre or corrugated board, are the strongest, most rigid fibre shipping cases available.

Bliss Wire Stitching machines are the most reliable and economical equipment for assembling the boxes and sealing them after they are filled.

There is a Bliss Wire Stitching Machine for assembling and sealing every type of solid fibre or corrugated shipping case.

At your convenience our Shipping Engineers will be pleased to consult with you in determining the most practical, economical and safest methods of shipping your products. Write us—no obligation.

### DEXTER FOLDER COMPANY

Bliss, Latham, and Boston Wire Stitching Machinery for All Types of Fibre Containers

28 WEST 23rd STREET, NEW YORK, N. Y.

CHICAGO 117 W. Harrison St. PHILADELPHIA
5th and Chestnut Sts.

BOSTON 185 Summer St. CLEVELAND

ST. LOUIS 2082 Railway Ex. Bld SAN FRANCISCO LOS ANGELES-SEATTLE H. W. Brintnall Co.





## Featuring Rich, Distinctive Finish at Surprisingly Low Cost

### GALA-MODE PLAID

If you're up against the problem of designing a low cost package that must do a real sales job, you'll find this GALA-MODE Plaid Number VERY interesting.

Priced at \$2.25 per Ream 20 x 26 in 12 Roll Lots (2 Reams to the Roll, 26" wide)
Single Rolls @ \$2.75 per Ream (Prices are for TAN like this sample, other shades somewhat higher)

GALA-MODE Plaid is one of the most distinctive low cost packaging papers ever produced. It's a great all-purpose paper: for coverings, linings, wrappers.

ORDER OR SPECIFY TAN PLAID GALA-MODE No. 720-AH. SAMPLES WAITING.

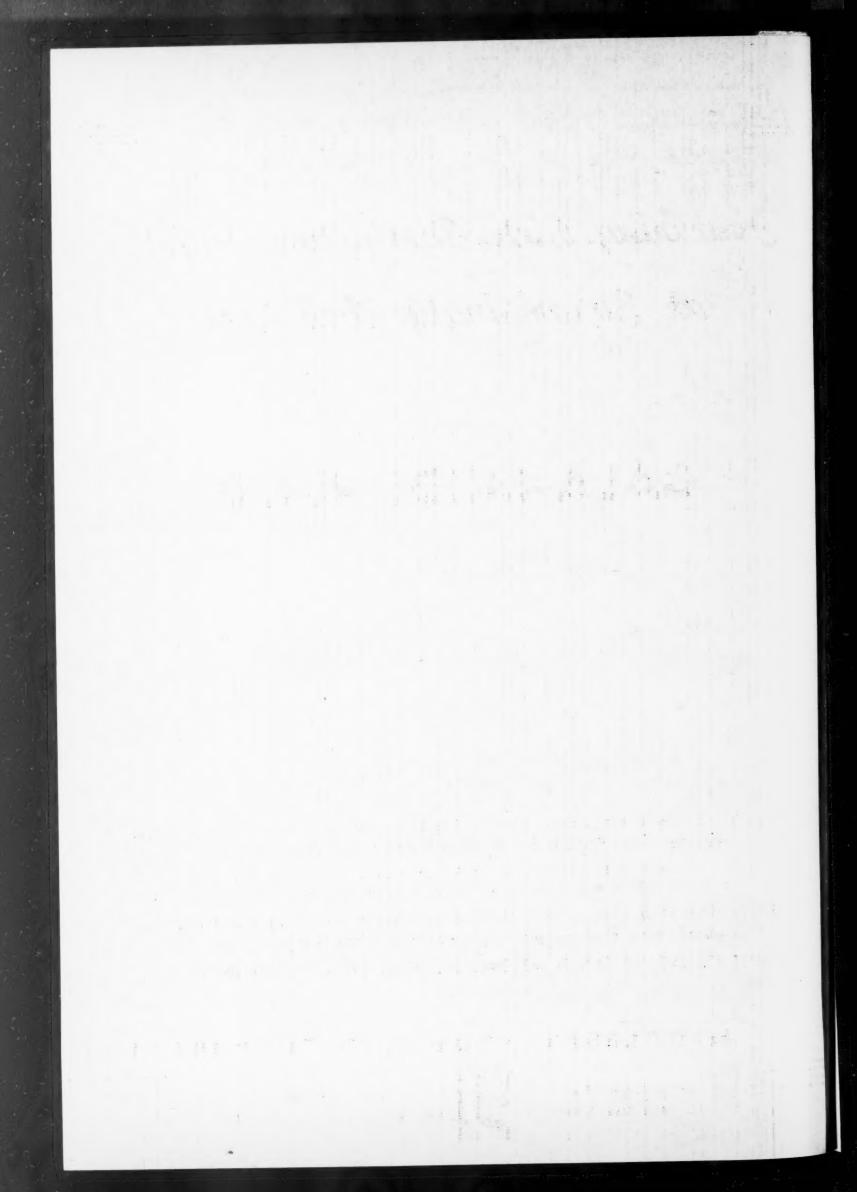
### MIDDLESEX PRODUCTS CORPORATION

Mill and Main Office
Cambridge, Massachusetts



Branch Sales Offices

New York Chicago Philadelphia









Smartest Showmanship GOES "NATIONAL"

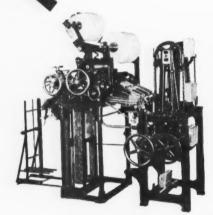


If you could release ten or fifteen people from your carton-packaging line for more productive work . . . .

If you could save as high as seven thousand a year . . . .

If you could get better packages . . . .

At vastly lower cost . . . .



PETERS SENIOR FORMER WITH AUTOMATIC FEED

Need we say more . . . .

To make you write for full details . . . .

About the new and improved . . . .

Peters Senior Carton Forming and Lining Machine . . . .

and the . . . .

Peters Senior Carton Folding and Closing Machines . . . .

Which together turn out . . . .

Automatically . . . .

Thirty to Forty . . . .

THOUSAND . . . .

Perfect packages a day!

Drop a card to-

#### PETERS MACHINERY COMPANY

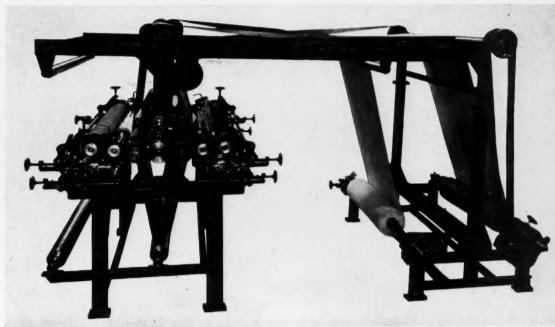
General Offices and Factory 4700 RAVENSWOOD AVE.

CHICAGO, U.S.A.



# The DUO by PRINTCOTE

A Modern Machine for Duplex Decoration



## BUY THE "ALL-PURPOSE" and You Have All Machines—

A TWO COLOR PRINTING
AND TINTING MACHINE

- 1 PRINT TWO COLORS IN REGISTER—ONE SIDE
- 2 TINT AND PRINT ONE SIDE
- 3 TINT BOTH SIDES, SAME OR DIFFERENT COLORS
- 4 PRINT BOTH SIDES-SAME OR DIFFERENT COLORS
- 5 TINT ONE SIDE AND PRINT OTHER SIDE
- 6 TINT ONE SIDE-DOUBLE COATING OF SAME COLOR

Aniline - Oil - Water - Rotogravure Colors

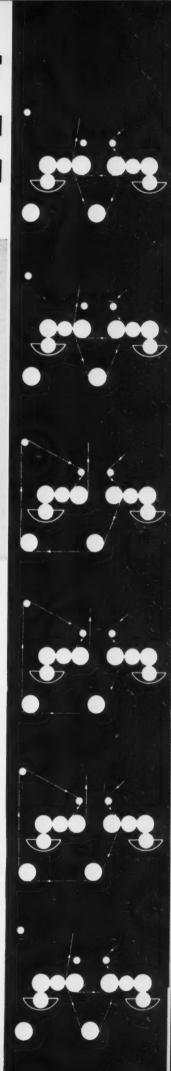
Welded steel frames—self aligning ball bearings. Prints with rubber or metal surface printing rollers or plates or by the Intaglio method with photo-engraved or milled copper rollers. Steam heated drying cylinders.

AVAILABLE FOR INSPECTION OR TRIALS

The PRINTCOTE COMPANY

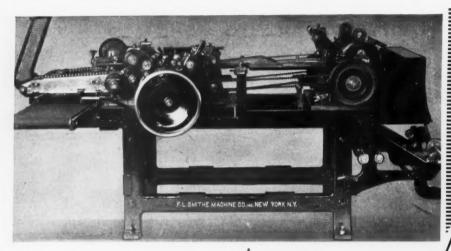
111 FIFTH AVE.

NEW YORK CITY



#### MAKE FLAT CELLULOSE BAGS AND ENVELOPES

9,000 to 14,000 per HOUR!
ON THIS CHAMPION "VW" MACHINE!



RANGE:

Blank length— 4½" to 135%" Folded width— 1¾" to 10"

Handles all types of thin transparent materials. Operates from the roll, cutting out a chip to form the side, seal and bottom flaps; folding and gluing the side flaps; severing the web; folding and gluing the bottom flap and delivering the finished envelopes . . . ready for use . . . at from nine to fourteen thousand per hour!

We also manufacture the following

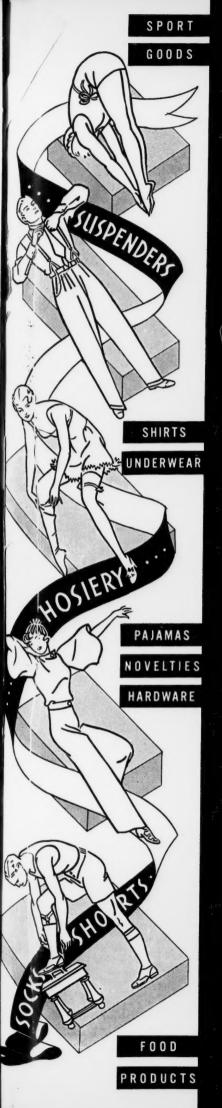
#### CHAMPION MACHINES

Window Patching machine, using either glue or heat for adhesion. "VWS Machine for Satchel Bottom bags (cellulose). "VWM"  $\frac{7}{8}$ " square min. size cellulose material envelopes. Envelope and special machinery of all kinds.

#### HERE'S PERFORMANCE!

A recent report showed a nine-hour production of over 115,000 cellophane envelopes—including change time—on size  $4\frac{3}{4}$ " x  $6\frac{3}{4}$ ".

F. L. SMITHE MACHINE Co., Inc.
633 West 44th St.
New York City

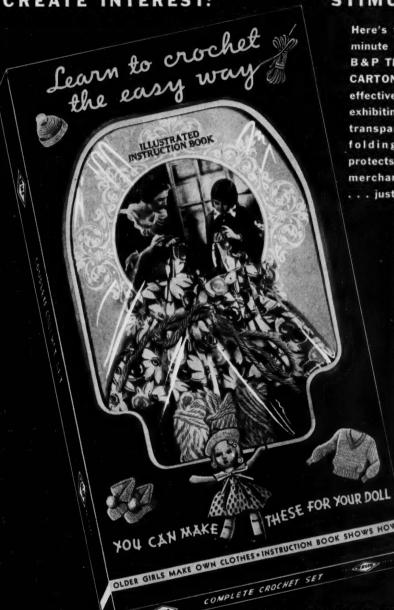


# TRANSPARENT WINDOW CARTONS

CREATE INTEREST!

STIMULATE SALES!

Here's the powerful, up-to-theminute way to stimulate sales. B&P TRANSPARENT WINDOW CARTONS double the appeal and effectiveness of your product by exhibiting it through glistening transparent cellulose. Sturdy folding box construction protects contents; keeps your merchandise fresh and clean . . . just as it left the factory.



The BROOKS & PORTER organization offers you the services of a skilled designing staff PLUS modern, capacity production facilities.

Mail the coupon NOW-or call Walker 5-9494 ... to learn how B&P TRANSPARENT WINDOW FOLDING BOXES can help stimulate YOUR SALES.

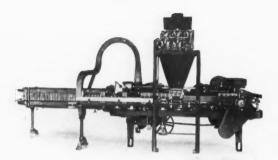
BROOKS & PORTER, INC. 304 HUDSON STREET, NEW YORK

CREATIVE STYLISTS AND MANUFACTURERS OF FOLDING CARTONS, COUNTER AND WINDOW DISPLAYS

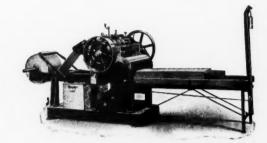
BROOKS & PORTER, Inc. 304 Hudson Street New York, N. Y.

Please tell us how we can best apply window cartons to our product?

	Samples of our product	NAME
	are being mailed under separate	ADDRESS



Carton sealing machine equipped with 6 unit automatic net weigher. Three packages are filled simultaneously. Speed 60 per minute with one operator.



Plain or unprinted cartons are made from paper taken from the roll. Finished cartons are delivered in knockdown form at high speed. Machine not adjustable.



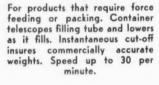
## ARE YOU GETTING THE "SQUEEZE"?

When raw material costs go up, and you have reached the top of retail prices, you will get the "SQUEEZE." Many manufacturers now are reducing plant operating costs and meeting the "SQUEEZE" with Packomatic Packaging Machinery.

Send us samples of your product, we will gladly explain how Packomatic equipment will reduce your production costs. You will not be obligated in any way.



Auger type filler for powdered products. Furnished for volume filling or for gross weighing. When proper amount of product is discharged the flow automatically and abruptly stops. Easy to operate and clean.

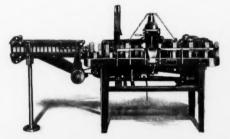




WRITE

WIRE

TO KNOW
THE
PACKOMATIC
WAY



Automatic carton sealing machine equipped with volume filler. This machine is limited to cartons ranging up to 3" width, 1½" depth, and 5" height. Operating speed up to 60 packages per minute with one operator.



The new Packomatic Pocket Type Carton Sealing Machine handles cartons up to 61/2" wide, 4" deep and 10" high. Furnished with auger or volume fillers or net weigher. Speed up to 30 per minute.

—BRANCH OFFICES—

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PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS



CALOX

CALOX

TOOTH

A rich deep red, a bright silver, a delicately tinted varnish and a distinctive design are the ingredients of the new McKesson & Robbins Calox carton. . But in this, as in all package development-success depends on smooth, uniform, purewhite boxboard-flattering to varnish and inks alike. RIDGELO in making this design look its best, repeats its expected performance. · Any carton as fine as Calox is certain to send sales in the right direction. • After all that was the reason for its adoption - to push home the counter attack! . Let Ridgelo help your cartons make the most attractive bid for purchase!

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OR packaging tablets—as well as salts, liquids and food products-Sun's Unitainers are unsurpassed from the standpoint of protection, convenience and economy. They are equally well-suited to merchandising the consumer, sampling and detailing the medical profession.

Sun's Unitainers completely solve the problems which face every effervescent salt manufacturer-"breathing" and moisture-absorption. They are hermeticallysealed and seamless, so they can't leak. They're flexible, unbreakable accidentally or because of carelessness.

Unitainers protect both seller and buver against substitution. Opening makes them unfit for future use.

Sales increases reported by products now using Unitainers may be attributed to the neat and attractive appearance of the container as well as its matchless convenience. Unitainers open without an

opener. There's no trouble, no danger to the fingers. They give the user the exact dose he needs. Guesswork is eliminated because no measuring is necessary.

Unitainers are delivered to manufacturers labeled and ready for filling. They're available in a wide range of sizes and adaptable to a wide range of special uses Write for particulars and prices on Sun Tube's Unitainers to any of the addresses listed below.

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# BOX PAPERS

STARTLINGLY DIF-FERENT! Here's a line of beautiful papers that

embodies every feature demanded by box designers. It took new machinery and years of experimenting to produce these practical and economical papers. Their up-to-the-minute styling has "clicked" 100% with designers and producers of modern packages.

The samples shown here represent but a small part of the vast number of designs, colors, embossing patterns, overprints and base stocks that are available in any desired combination.

WRITE US ABOUT YOUR PACKAGE REQUIREMENTS. WE WILL BE GLAD TO SEND SAMPLE SHEETS FOR EXPERIMENTAL PURPOSES.

# HE LATEST and MOST PERFECTED BOX COVERINGS on the market today!

A 18-23 DARK BLUE

A22-90 LIGHT GRAY

A16-30 LIGHT PINK

A 20-50 LAVENDER

> A17-32 SCARLET



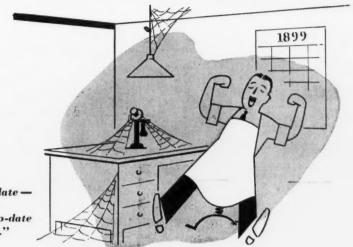
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Papers Distinctive

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This insert is printed on Imperial Box Paper, A 20-70-Light Green.



"I've been asleep — I'm very late — The Spanish War is over. I'll bring my wrapper up-to-date And then I'll be in clover."

Package designs that Grandpa was familiar with—don't ring the bell with this year's crop of customers. \*\pm\$ Popular ideas of what has eye appeal and what hasn't, have changed a lot—and that's why re-designing the package is often one of the first recipes for freshening up the sales of an old product. \*\pm\$ Which means more business for the wrapper printers—but only for those wrapper printers whose presses can cope with the more difficult printing the new designs involve.

The reasons why 20% of all transparent cellulose, 60% of all vegetable parchment and 90% of all wax bread wrappers are printed on Kidder "3 Point" Presses is that they can handle multi-color work capably at high speeds. A 5-color roll-to-roll arc-type runs 700 feet a minute . . . a three-color offset press with a single impression cylinder rewinds 375-450 feet a minute or delivers over 5,000 sheets an hour . . . all-size adjustables turn out up to 7,500 sheets an hour, certain specials turning out up to 50,000 printed wrapper sheets per hour — at the same time assuring proper distribution of ink, perfect control over the paper, and accuracy of the impression.

A "3 Point" Press in your plant will mean more opportunity for you to cut in on this new consciousness for up-to-date package design. You can get a good idea of costs, etc., if you line up your present operating picture in a letter and

#### Send it to KIDDER...



who will tell you how a "3 Point" Press can do your work more profitably, and who makes machines for printing wrappers, cartons, labels; bronzers; special printing machinery for individual packaging jobs. Address U. P. M. —Kidder Press Co., the main office at Dover, N. H., or call the New York, Chicago or Toronto office or Harry W. Brintnall Company on the Pacific Coast.

3828

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MODERN PLASTICS

425 FOURTH AVENUE NEW YORK CITY



PACKAGING MATERIAL

### ... gives packages the pulling power and permanent protection of plate glass

Here's a transparent packaging material that neither shrinks nor stretches . . . that never discolors, cracks nor tears.

That, in few words, describes Protectoid, the new development of Celluloid Corporation which progressive designers and manufacturers have been quick to utilize in planning novel wraps and cartons for their wares.

Protectoid offers greatly improved transparency in the field of packaging. Its soft, lustrous, crystal-clarity gives packages plate glass pulling power... an irresistible appeal. But most significant to industry is the fact that Protectoid automatically solves the problems of warped and torn window containers, of wrinkled, brittle and broken transparent wraps on dealers' shelves and counters.

Don't overlook this versatile material in planning new packages and wraps for 1937. Protectoid is made down to the tissue-thinness of eighty-eight hundred thousandths of an inch (.00088") or as thick and rigid as desired. In heavier weights, it is ideal for washable molded covers and for completely transparent rigid containers.

Write for booklet describing Protectoid and illustrating its many uses in the packaging world. Address Celluloid Corporation, 10 East 40th Street, New York City, sole producer of Celluloid, Lumarith and Protectoid. (Trademarks Reg. U. S. Pat. Off.)



It does not shrink • It does not stretch • It is not affected by humidity changes • It is not affected by temperature changes • It is waterproof • It is non-inflammable • It cements easily and permanently (actually a weld) • It does not dry out with age • It is grease-proof • It has a perfect surface for multi-color printing.



#### IF YOU ARE WORKING ON A TRANSPARENT PACKAGE

\*Packages Illustrated: \* Hair brush in rigid transparent container of Protectoid — Henry L. Hughes Company \* Sleep Soft baby blanket in Protectoid window container — Marshall Field & Co., Inc., Manufacturing Division \* Iris water bottle in Protectoid window container — Davol Rubber Co. \* El Producto Cigars in Xmas wrap of Protectoid—G. H. P. Cigar Co., Inc. \* Harvester Cigars in Xmas wrap of Protectoid—Consolidated Cigar Corp.



## THE LAST WORD

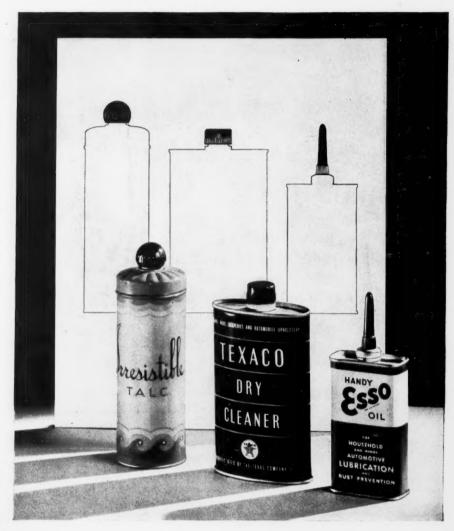
#### in Styling Metal Containers

ETAL containers, both cans and tubes, which are attractively lithographed in pleasing designs and colors—as many are today—demand closures in keeping with the beauty of the containers themselves.

Taking a leaf from the book of the makers of glass-packed products, many manufacturers are now increasing the eye-value, convenience and actual sales-effectiveness of their metal containers by employing appropriate Bakelite Molded closures.

The illustrations show some highly successful results of such alert styling in several fields. The handsome colors and lustrous surfaces of Bakelite Molded closures, and the pleasing patterns in which they readily may be formed, add quality and color harmony to each package.





The advantages of Bakelite Molded closures for re-sealable cans and tubes are by no means limited to the types of products shown here. They apply equally to certain food products and many different household preparations.

Manufacturers and package designers are invited to consult us regarding the merits of Bakelite Molded closures for their own packaging. Also write for our helpful booklet 8C, "Restyling the Container to Increase Sales."

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y. BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto. Ontario. Canada



THE MATERIAL OF A THOUSAND USES

#### Labels that Reflect Flavor Examples of "US"-designed labels that express

quality and reflect delicious flavor - labels that "stand out" on the shelf and create sales.

> overdale BRAND

COUNTRY GENTLEMAN

Two of the new line of P. H. Butler Co. Labels . . . printed from the actual label plates

CONTENTS 1 LB. 3 OZ.

Cloverdale



RED RIPE

TOMATOES

PACKED FOR P. H. BUTLER CO., PITTSBURGH, PA.

"US" Labels are notable for photographic accuracy of color reproductions — letter-press or lithography. Write for "Demonstration Portfolio of New Pictorials." No obligation.

"Our products help sell vour products

UNITED STATES PRINTING & LITHOGRAPH COMPANY

INCINNATI 2 Beech St. 52-M E. 19th St.

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BALTIMORE 412 Cross St.





UNCLE JIM is a grand old fellow. He always has a grin. But he never beams quite so broadly until he lights a good cigar.

Unfortunately Uncle Jim is one of those forgetful fellows who are always running out of smokes. Lately someone taught him how to get around this. He's started buying his cigars in handy containers of five that slip into his upper coat pocket. Perhaps he does smoke a little more this way, but he's thoroughly sold on the new brand that comes in this package. It keeps his cigars fresh, his pocket well filled. Uncle Jim has unknowingly learned something about Bags by Royal.

Many companies that merchandise cigars and other tobacco products have profited from a knowledge of Bags by Royal, too. Selling cigars in units of five, a dozen or twenty-five, or putting pipe tobacco in handy and attractive Cellophane pouches—dressing up a host of products in colorful holiday wrappings—these and many other uses have been made of Bags and Wraps by Royal in the Tobacco Industry. Investigate their use in your industry. Write for samples.

#### THOMAS M ROYAL & CO

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FOR THE

CROWNING

PERFORMANCE

Bottle Closures are no longer purely utilitarian. They must protect the product . . . be easy to cork and uncork . . . and in appearance and service—appropriate to the products they seal. So only will they help sales in competitive markets. The Mundet line of modern closures ranges from the simple cork to decorative and colorful molded and metal closures, in stock designs or made to special order.

Mundet's practical experience as closure specialists is at your service in the solution of your sealing problems. We have solved thousands of closure problems with resultant savings to our customers. Perhaps we can save money for you too.—Write us.

#### **MUNDET CORK**

CORPORATION

65 South II Street, Brooklyn, N. Y. Offices and Warehouses in Principal Cities

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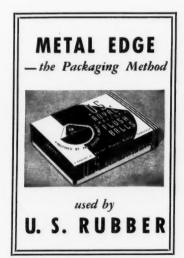
#### HERE'S ONE "CAMPAIGN" PLEDGE IT WILL PAY TO ACCEPT.

Fellow Citizens!—we hold this truth to be self-evident, that what many of this country's manufacturers and distributors need is better packages.

You all know that the candidate endorsed by M. E. Method stands out as the STRONGEST in the paper box field. You all know his record of accomplishment in the service of outstanding firms in many diverse industries. Admittedly, he is worthy of the highest office within your power to bestow.

Here's our campaign promise: to any manufacturer who believes his packages might be improved but doesn't quite know how, we will send a sample Metal Edge box specifically designed for a designated product of his manufacture.

This promise is made without strings of any kind. Even though you may decide against our candidate the suggested design may give you a worth-while idea.



PLATFORM.. BETTER

BOXES

#### NATIONAL METAL EDGE BOX COMPANY

334 North 12th Street Philadelphia, Pennsylvania

METAL EDGE...STRONGEST PAPER BOX



Oval, Oblong, Square and Round, Spiral convolutely wound; Or what your needs may be in cans, They all will fit in R. C. plans.

When you've had cans that wouldn't do, You've looked a large assortment through: It's then when you will understan', The value of an R. C. Can.

It matters not how good you are,
In buying cans at below par;
The very best that you can get,
Is honest value every step.

The fact remains that price alone,
For lesser service can't atone;
The higher cost will be retrieved,
Where honest value is received.

You'll find that cans made by R. C.

Are built as good as they can be;

And not to meet a certain price,

To do those things that aren't nice.

To get real cans and service too,

This tip will be a help to you;

Don't waste your time to scheme and plan

Just 'phone or write the R. C. Can.

## R. C. CAN

MAIN OFFICE AND FACTORY
121 CHAMBERS ST., ST. LOUIS, MO.

BRANCH FACTORIES
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RITTMAN, OHIO



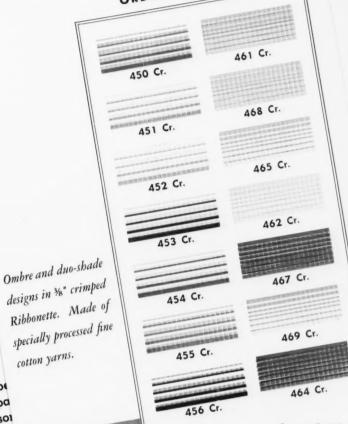


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GET THE DEALER'S ANGLE ON

3/8" Wide

ORDER BY NUMBER



Other things be will prefer a pa ette. The reason their customers attracted by thi decoration . . . It's sound merc angle spells ad lengths of the

packages and turned to you

RIB

Ribbonette Division CHICAGO PRINTED STRING CO. 2320 LOGAN BOULEVARD, CHICAGO

CHICAGO PRINTED STRING COMPANY 55 W. 42nd ST., NEW YORK

2319 LOGAN BLVD., CHICAGO, ILL.

#### . . ANOTHER REASON FOR BUYING

#### CAPS FROM OWENS-ILLINOIS



#### LUSTRSEAL

This smartly different molded design gives your package new distinction that gets attention—the kind of attention that makes sales—builds extra volume.

INSPECTION—Thorough inspection at every stage of manufacture is one of the essentials to superior service on closures. Above is shown one of a battery of automatic machines in the Owens-Illinois Closure factory which inserts liners into molded caps by a special process that holds them securely. At each machine trained and alert personnel inspects every cap. Throughout the Owens-Illinois Closure plant processes are constantly checked to see that the finished product meets every specification. Obtain further information from any branch of Owens-Illinois Glass Company, or write . . . Owens-Illinois Glass Company, Closure Division, Toledo, Ohio.

#### MODERN PACKAGING OCTOBER. 1936

VOLUME 10 NUMBER 2

#### Packaging at Hiram Walker's

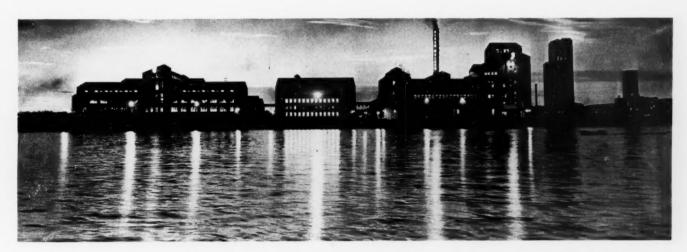
BY L. P. WEINER\*

The packaging of liquors, because of the generalities of both product and package, would seem at first glance to be a very simple problem. The assembly or packaging problems of Hiram Walker are by no means uncommon to the industry as a whole. The inherent complications of such an operation are supplemented by Federal and State regulations. For instance, there are twenty states requiring special labeling or packaging, and with 122 brands packed in various sizes in 375 different individual packages the plant must be prepared to fill orders for 7500 different packages.

The line as a whole is based on packages of practical utility value and freak shapes and designs have been avoided. While there are a great number of bottles used in the line, some are for special purposes and the discussion here will only involve the principal bottles used. The gate design bottle, used in both flint and amber, is a traditional Hiram Walker bottle having been used for many years for bottling Canadian Club \*Superintendent, Hiram Walker & Sons, Inc.

and Private Stock whiskies. It is a pleasing shaped flask with an all-over design excepting for the front and rear label panel, and bears the Hiram Walker trade mark on the front of the bottle directly above the label panel. This bottle is used in flask shape in miniatures, half pints, pints, fifths, quarts and is also available in round quarts for bar use. This special type bottle is supplemented by flasks such as the standard Dandy flask and the Hiram Walker special rectangular-shaped bottle, both with special finish adaptations. For a number of the brands for bar use, a slightly modified standard tall round flint quart bottle is used. This bottle has found special favor with the bar and tavern use, being very stable and therefore desirable for the dispensing trade, especially during rush hours, and the long neck has likewise found many friends.

For gin, all the bottles are special and in our three main lines, Hiram Walker's London Dry Gin, Hiram Walker's Five O'Clock Cocktail Gin and Hiram Walker's White Swan Gin, distinctive flasks are used for each







brand, while the bar packages are all tall round frosted bottles with an unfrosted vertical strip at the rear of the bottle so the amount of the contents can be ascertained. As a de luxe package, a special squat frosted square gin fifth is used for Hiram Walker's London Dry Gin only.

Tall round quart bottles for bar and tavern use utilize flanged cork closures with molded or embossed wood tops. The same bottles for package store use have screw cap finish for molded or double shell metal caps. All the flask bottles in the line are closed with molded or double shell metal caps. Transparent cellulose window bands are used on quite a number of the packages.

The labels on the bar line bottles "77," "99," "75" and "93," as well as the labels on the Six Year Old Straight Bourbon and Straight Rye whiskies and the line of Hiram Walker's Blended Whiskey, are typical of the conservative type of art work on all the Hiram Walker labels. The lettering on these labels is hand drawn bank note script of the very highest quality, requiring a highly specialized lithographic artist and careful handling throughout the routine of production in order to secure faithful reproduction. These labels are printed in three colors on Ivory Thistlebloom paper

which was especially produced for Hiram Walker. Ivory Thistlebloom paper carries threads similar to bank note paper and would be practically impossible to obtain from any mill other than the originators.

The label used on Epicure American Blended Scotch Whiskey is most interesting in that the lettering is old style with an antique background which is obtained by the use of charcoal on the original drawing. This label is printed in black and brick-red on ivory-colored stock and die cut with a deckle edge.

The labels used on Gayoso Brand Gin and Hiram Walker's Ridgewood Blended Whiskey have delicate halftone tints in the background, which are produced with the air-brush. The original background was made entirely separate from the lettering which appears on the label and the tone value determined by the amount of air-brush work on the original. From one run to another, great care must be taken in printing these labels to match the tints and keep them uniform throughout the run.

The labels used on Hiram Walker's Royal Oak Bourbon Whiskey were created to give an oak grain effect to the background. This effect was obtained by an airbrush tint photographed through a halftone screen, and



In the group of illustrations shown at the left may be seen several of the various processes employed in the packaging of Hiram Walker products. Shown in these views are some of the units for bottle cleaning, filling and capping, inspection department, case sealing equipment and terminal ends of assembly belts, cases being loaded for shipment and weighing of cases. Air conditioning is employed throughout. In the illustration directly below are reproduced several of the Hiram Walker labels which are of special design and make use of special papers as well as foils. As may be seen, each carries its own identity, the signature being the only lettering which can be considered as indicative of family resemblance



the tint obtained from running two or more of the colors in process lithography.

The Hiram Walker Ten High Bourbon Whiskey label is one of the most difficult labels in the line to manufacture because the colors must come absolutely together with as little overlap as possible, to produce the red squares in the upper left and lower right hand corners and the squares of gold in the opposite corners.

The label on the de luxe package of Hiram Walker's London Dry Gin is a steel engraved label produced on presses such as are used for fine engraved stationery, wedding announcements, etc. This is the most expensive label in the line, being steel-embossed in three colors on white eggshell paper.

All the gin labels with the exception of the Gayoso label, and the Twin Seal Whiskey labels are metallic foil labels, each having very intricate backgrounds so as to make duplication difficult. These labels are produced on two-color embossing presses from hand-cut steel dies.

On all the labels, the name "Hiram Walker" has been carried out in Spencerian script, and in so doing in-









Just a very few of the types of packages used by Hiram Walker. From top down: Entire Hiram Walker gin line; new one-year-old Ten High Straight Bourbon whiskey; young pre-determined whiskey

tensifies the family relationship and supplements the crown-and-shield trade mark which is known the world over. Further, the bottles and labels have been correlated in such a way that the entire line of packages is in harmony.

#### Packaging Operation at the Peoria Plant

Bottles are delivered in reshipping containers by gravity from the upper storage floors of the bottling building. One bottle distributing room supplies the two main assembly departments; one may be considered as right hand and the other as left hand, with reference to the central bottle distributing room. Here the bottles are removed from the reshipping containers and placed on conveyors which lead into the air-conditioned assembly rooms. All metal conveyor link pieces are of stainless steel to avoid rust marks on the bottoms of the bottles.

From these conveyors, the bottles are fed directly into pressure-vacuum bottle cleaning machines. Blower tubes

are of 18-8 stainless steel and the high pressure air supply is furnished by an oilless compressor. By actual tests, this method of cleaning new bottles has been found to be more satisfactory than water washing. With limestone water such as we have, there is always the possibility of mineral matter precipitating out in the bottle and remaining behind if the bottle is cleaned with water. Furthermore, the only foreign matter in new bottles is lint from the shipping containers and water washing does not remove this lint thoroughly. The bottle cleaning machine introduces into each bottle a pressure of approximately 70 lb. per square inch, which creates a state of turbulence and suspends in the air any lint present. As the turn table moves around to the cleaning position, the application of vacuum to the individual bottle draws all suspended matter out into a bag.

From the cleaning machines, the bottles travel by conveyor to automatic rotary vacuum fillers where they are filled with the proper amount of liquor. These machines will not fill chipped or defective bottles. The vacuum pumps on the fillers are water-lubricated in order to avoid any possibility of oil contamination reaching the bottles. All parts in contact with liquor are made of 18-8 stainless steel. The various liquors are distributed to the eleven vacuum filling machines by a system of plated copper piping inter-connecting the two bottling departments with the thirty-one glass-lined closed-top bottling tanks in the tank rooms. A secondary safeguard filtration is made at the filling machine by means of fine silk filters directly to each of the header lines.

From the filling machines, the bottles are conveyed either of two ways. For cork-finish bottles, the bottles pass operators who gently start the insertion of the corks by hand. The bottles then pass beneath Hiram Walker patented cork driving machines and onto the main assembly tables. If screw top closures are used, the bottles are diverted into the intake conveyors of four spindle rotary capping machines. These capping machines are driven through adjustable speed reducers for flexibility. Caps are fed into the machines from cap hoppers located on the floor above, through baffle systems in the ducts in order to prevent jamming in the sorting hoppers of the capping machines. From the closure section of the conveyors, the bottles pass by inspection glasses and onto the conveyor belts fitted with hard maple work tables.

For the sake of neatness and because of the variety of packages and labels involved, hand labeling is used throughout the packaging operations. Bottles are properly indexed with reference marks so the labels may be placed in uniform position. Federal strip stamps are applied by hand after gumming by machines. Special stamps such as decalcomanias are applied in the usual manner, as are transparent cellulose bands which are used for many types of packages.

After the bottles have been labeled and strip stamps are affixed, they pass under drying hoods to set the labels before the hand polishing operation. The drying hoods in each bottling room are operated from two central heating and forced draft systems. After emerging from the drying hoods, transparent seals are affixed (if used) and the bottles are hand-polished and given a final inspection after which (Continued on page 112)



Through the use of such packages as illustrated, Merck & Co., Inc., secured interested attention from the medical and dental professions. Metal Edge boxes afford protection

#### Solving some problems of sampling

THE traditional means of creating a demand for drug and medicinal specialties of the type known as "ethical" preparations, is for the manufacturer to employ so called "detail men" to visit doctors and dentists and to present them with samples of the merchandise and, at the same time, to outline to them the advantages of the product. While this method has many advantages, it likewise entails a number of drawbacks.

In spite of the fact that detail men are carefully selected from among members of the medical, dental or pharmacal professions, their discourses have a tendency to become "canned," and thus to lose effectiveness. While they may command attention during the time of their visit, many points of advantage may not be brought out and many questions of vital importance to the physician may fail to arise during a short interview. Finally, the possibilities of interviewing physicians are limited by a number of physical conditions—the

busiest men are often the best but may not be seen; those located in small towns or villages cannot be profitably reached in many cases and the actual *cost of reaching the individual physician* is so high as to be prohibitive if attempted at too frequent intervals.

Thus, such houses as Merck & Co., Inc., resort to other means of reaching the medical and dental professions both to replace "detailing" where that is inadvisable or prohibitively expensive or to supplement such personal-contact operations. And, in this direct mail sampling, definite problems of packaging arise with each separate item of the line.

It will be noted that each of the seven packages illustrated on this page have certain distinguishing features of construction or design arising from the special problems mentioned above. Thus, the Pyridium Jelly package consists of the standard retail package—a tube within a carton—set (Continued on page 111)



The Beer of the Year



"Pabst TapaCan achieves nationwide acceptance... when a soup is on hat it fore round ld that's news for

politics)

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NO RUBBING BOLLISH BOOK THE LAND THE LA

IJMG HANDLAND 39C

## Is there a hidden advertising campaign in your package?

THE use of a reproduction of the package as an illustration for newspaper and magazine advertisements is a practice of long standing and one which, for various reasons, is usually accepted almost as a matter of course by advertisers and advertising agents alike. Since the product must be fixed in the potential customer's mind at the time of perusing the advertising matter, and since nothing so easily does this "fixing" as an illustration of the product as it will actually appear on the shelf, the most natural thing is for the advertiser to use his package as something in the nature of an advertising trademark.

Again, when the sales appeal is based, in part, at least, upon some feature of the package—its beauty, protective qualities, ease of opening or pouring or any of a hundred other possible advantages it might offer—the illustration of the package becomes a matter of

course for the layout man.

So, too, whenever the sales campaign is built around a quantity or price comparison, the package provides the visual key towards the speedy description of the nature of the offer. Thus such phrases as "New larger size" or "Two for the price of one" can hardly be conceived of, in an advertisement, without an accompanying illustration of the package, proving visually that the new size is larger or that two separate and distinct full sized packages are available for the usual cost of

a single package.

When, however, the advertising agent is restricted to the use of comparatively small space, a noticeable tendency has existed in the past to eliminate the package illustration along with every other possible detail that would tend to clutter and obscure the (to his mind) all-essential copy story. This omission, curiously enough, occurs most frequently in the case of products which-because of their nature-are least often used and which, therefore, are most in need of public recognition of the shape and appearance of the package as a means of identification in the store. Check through your morning paper and you will probably find fully half a dozen medicinal and patent preparations advertised without the aid of even the smallest package illustration. Yet, in such cases, sufficient space is often devoted to wording designed to achieve the same effectprotection against substitution-as the inclusion of a package illustration which would have done the same job more quickly and much more effectively.

There are many other reasons why the package itself might serve as a partial or complete key to the entire advertising campaign. Until recently, and with notable exceptions, most advertising agents and most advertisers have tended to ignore the package as a source of copy or layout inspiration. Whether this was due to the static and accepted nature of the package and its copy





or to other reasons cannot be determined. The fact remains that one of the most frequently read product advertisements—the package itself—was all too often considered to live in an advertising vacuum, to bear no relationship to the rest of the advertising campaign.

Since the legalization of beer and hard liquor, a more pronounced tendency has become noticeable to correct this error of omission. The use of the package by liquor advertisers as the key to the advertisement came about for several reasons. First of all, it was imperative for the advertiser to make known, to a generation that had never seen his product, just what he was talking about. Second; widely varying restrictions upon advertising copy were imposed upon the liquor advertiser by various state agencies for liquor regulation. In his haste to advertise and in his caution to avoid conflict with regulative agencies the advertiser tended to utilize the safe and simple method of building his story around a picture of his product which, being a liquid, meant the illustration of his package. A third influence in this direction was found in the fact that most of the best selling points in favor of the better or higher priced brands were tied up with facts that required an illustration of the package for corroboration. Thus, there is no better way of proving, in a newspaper or magazine advertisement, that your product is "Bottled in Bond", "100 Proof", "Eighteen Years Old" or "One Full Quart", than by showing your

Government-edited label in actual reproduction, to attest to your claim.

Thus largely as a result of the experiences of the liquor advertiser, general advertisers have come to realize that their packages, themselves, make good advertising copy. Some, of course, have followed this practice for years and even decades. But the variety of ways in which packages are being used for copy and the number of advertisers doing so was never greater.

Among the advertisements reproduced on these pages is that of the Campbell Soup Company (1) which violates every textbook canon yet becomes more effective as it does so. Here the package is literally used as a part of the headline. It is almost impossible to read the words that precede the illustration without adding, "Campbell's Tomato Soup", read from the can itself. So, too, in the case of the Pabst Beer advertisement (2) the phrase, "The Beer of the Year", cannot be read without reading the words, "Pabst Export Beer", on the picture of the can. In both of these cases, the advertiser's desire is to lead the consumer to read about and accept his product. What better, quicker way than to make him read right into a picture of the product as it will be seen on the store shelf at time of purchase?

Many advertisers are now using their packages in lieu of so-called logotypes of signatures. Instead of signing their advertisements with their company name or with the name of the product in big, bold lettering, they wisely use the picture of the package-which contains on its face the most frequently seen lettering of the product name-to do the job. The Canada Dry advertisement (3) illustrated is a typical case in point, every feature of the layout being designed to lead the eye, through the copy, to the conclusion that "If you want these qualities, this package will do the trick for you." So, too, in the case of the Chesterfield cigarette advertisement (4). A simple picture of the package in use is the only proof afforded the reader that this is an advertisement for Chesterfield cigarettes and not for anything else. Needless to say, it is the only proof necessary. Nor is any other signature required than this same package illustration.

A somewhat different case, in which the same purpose is achieved, is to be found in the Abraham and Straus department store's advertisement of Johnson's Floor Polish (5). Here, instead of using the name of the product as a headline, the copywriter has wisely featured only two things in bold face type: "1 Quart" and "88¢". For the rest he relies principally upon a halftone reproduction of the actual can of polish, with its boldly lettered front panel to serve as headline.

Advertisers often have an additional desire beyond the use of their package as signature, trademark or partial headline. Often their products appear in two forms, both of which it is desirable for the consumer to know about and recognize. Since so many advertisers constantly stress the avoidance of substitutes, the manufacturer who makes a product which appears in two or more types of package must so inform his every possible customer—for fear that, otherwise, the less intelligent among them might think one of his packages a counterfeit imitation of the other. To avoid this happening in the store—and thus destroying the sale—he takes pains to show both packages in close relationship to each other in (Continued on page 110)

#### An economy wave that improved packages

Maple Grove, Inc., met falling sales with a 1932 reorganization—but of a different than usual kind—and pointed the sales curve skyward

SOME OF the best packages of the early twenties went by the board in the wave of bankruptcies of 1931-32 in favor of so-called "economy" packs. Sometimes the "economy" was difficult to prove later on, because both the econo-miser and his firm had passed into the great beyond. On the other hand, the same economy wave has produced some of the best packages now on the market—where the desire to effect a saving was matched by a parallel desire to do a better selling job at the same time.

An instance of this sort—outstanding not in the sense that the packages produced were surprisingly novel or surprisingly economical but rather because they proved to be honest, simple and straightforward attempts to package attractively and sensibly on a straitened budget—is found in the job done under the direction of Manager H. R. Whaley of Maple Grove, Inc. This firm has been operating in the hills of Vermont since 1915, marketing its maple sugars, syrups and candies with moderate and growing success throughout the northern half of the country. But, since 1929 its sales had been decreasing and, late in 1932, the parent Cary Maple Sugar Company decided to call upon Mr. Whaley as a sort of business doctor.

Up in Vermont, however, business doctors are not to be confused with the type of efficiency expert that flourished so expensively in New York in the tremendous twenties. Mr. Whaley and his associates attacked their problem from several angles—examining, testing, experimenting. First, they discontinued slow items. Next they concentrated production upon candies based upon maple sugars only—a job which presented difficulties from a confectioner's point of view that had previously been thought impossible. Its achievement permitted the firm to operate solely in the supply fields it knew best and to which it had the most advantageous access. Again, the distribution problem was attacked step by step and a more efficient sales set-up put into effect among the logical outlets.

Riding no hobbies, the reorganizers came to the subject of packages with a fetish-free mind. The former packages have been of the more convenient fancy-paper, lithoed-illustration type that characterized every branch of the industry. They decided to break away from this and adopt styles that would provide economies wherever

possible but—more important—that would convey the peculiar and specialized nature of their products to every possible consumer.

To this end, a general color scheme and basic design was adopted, consisting of a light tan box-wrapping paper printed in a darker shade of brown in a clean and delicate design. Many of the packages were distinguished by outline drawings of falling maple leaves. Others bore merely the illustration of a maple grove and the lettering denoting the type and quality of the product within.

As packages, these involved comparatively low production costs while providing a freshness and cleanliness of appearance much to be desired. Yet, the firm was not married to this design in all instances. One of its packages—a prize winner in the first All-America Package Competition—consisted of a little, real log cabin enclosing the confections and having windows, doors and chimneys. Here the added expense was more than justified by the fact that—as a holiday item—the novelty of appearance and (Continued on page 110)



The complete departure from the former "standard type" of box used—as shown in the upper right-hand corner—to a simple, clean looking and unified line has brought successive sales increases of 48, 24 and 17 per cent in a three-year period

#### Packaging in America's largest store



The last time experts in computation attempted to enumerate the number of different articles, excluding variants in size, offered for sale on the ten selling floors of R. H. Macy & Co., Inc., in New York, the total reached over 300,000. This estimate is probably low. And it is probably true that the world will never know the exact number, for if Macy's staff were obliged to make a finite count of all the articles in the store, there would be little time left for buying and selling. And whatever happens, its staff concentrates on its primary duty of buying and selling.

Yet this fabulous total, so staggering to the layman, takes on a certain measure of focus and visibility when it is broken down into the several departments of the store. Of these departments there are today 159. To strike an average, each department, therefore, offers an average assortment of some 2,000 distinct items of merchandise. As a matter of fact, the total assortment

in each department varies greatly. The notions department alone offers 7,000 different articles of merchandise. On the ninth floor, the furniture department customarily displays somewhere between 4,000 and 5,000 sample pieces of furniture. From packaged birdseed in the basement to a completely furnished penthouse on the ninth floor, the total of 300,000-plus poses many a problem in packaging.

Macy's position in packaging is naturally closely related to its position in the matter of private brand merchandise-a branch of merchandising which is of increasing importance. A recent exposition, stimulated by Irwin D. Wolf of the Kaufmann Store in Pittsburgh and held at the latest convention of the National Retail Dry Goods Association, showed Macy's vigorously represented with new private label packages among the several hundred retail stores participating. The increasing effort of national advertisers to legalize the fixing of high prices is forcing more and more retailers to offer their customers articles of merit at a retail price far nearer the manufacturing cost than seems to satisfy the maker of the national brand. And in this movement toward the development of dependable private brands, Macy's has always taken an active leading part.

The 300,000-odd items in the store represent the great flow of consumer want in lines of merchandise stocked in the 159 departments. Over the course of many years past, it became evident that consumer habit consistently seeks certain types of articles which may be described as "staple specialties." In general they are convenience goods of steady use, moderately rapid consumption and accordingly frequent re-fill. It was also evident that the consumer in many cases knew no source of such articles except the nationally advertised brands. Examination into actual costs of manufacture of such brands revealed the fact, on many fronts, that consumer and store alike were being asked to pay for such articles a price out of all proportion to the cost of their manufacture. In many instances this price was increased not only by an optimistic profit-request by the manufacturer but by many costs which need not be borne by the retailer and which added nothing to the consumer-service or consumer-value of the article.





Among the items of inflated cost which boosted the consumer price may be mentioned such expenses as widespread and heavy national advertising, traveling salesmen and warehousing, so-called "dealer helps,"

broadsides, sampling, etc.

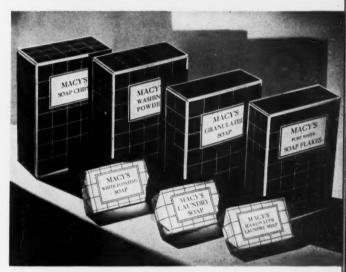
So Macy's, like many another large retailer, set about determining whether articles of first quality might not be made and sold under private brand at a great saving to store and consumer alike. And that is how its present collection of some 3,000 private-brand items began. These brands are for the most part not new; many have pedigrees a generation old. Many are being bought and used today by the granddaughters of their first consumers. Many of the actual brand names, as applied to the original articles for which they were conceived, have long since been transferred to other types of goods as style changes have come and gone. So the 3,000 items which are offered today to the store's customers represent a cumulative case-history in thrift built up by that best of all practical teachers-experience-and dealing with a current of customers who average 135,000 a day and who pay cash for their purchases.

In an organization whose activities are diffused over 159 different broad sectors of consumer want, the problem of packaging these items becomes highly complex. The problem of a special, proper and distinct package for 3,000 items of a line would give most manufacturers a profound headache. Responsibility for correct packaging in Macy's, however, is decentralized along the same lines of delegations as is responsibility for buying and selling the merchandise itself. Hardly a week passes that a bright-eyed applicant does not apply to Macy's with the novel suggestion that since he is either a designer or a packing expert, or just someone who would like a job, he would be glad to head the codification, central-designing and general expense-inflation of the store. So far, however, these suggestions have

been bravely resisted.

"It is our feeling," says a Macy official, "that our buyer is just as responsible for the rightness of packaging any article which is to be specially packaged as he is for the quality of its contents. We have within the supply, publicity and styling divisions of the store enough technical knowledge and special taste to serve that buyer in any direction he chooses to experiment. And we expect him to use those facilities. So far he has been fairly successful in doing so and our conspicuous mistakes are relatively few. So I guess we'll string along without a packaging expert for a while; experts breed overhead."





When a new product is being added to the line of private brands, the first question asked is "Does it need a package?" Is it imperative to produce a special wrap or box or protection in order to land the product safe and fresh into the hands of the consumer? Cannot the product be safely displayed and stocked in reserve without damage; can it not be safely carried home, or delivered, without in any way impairing its value? For this store is by no means "package-crazy," despite the large total of its specially packaged goods.

It is axiomatic that any package adds to the cost of the goods and Macy's flatly and bluntly refuses to add to the consumer's cost if that addition can be avoided.









In short, at the first consideration of a new package, the need for a package of any kind must first prove itself in common sense. And broad and obvious needs frequently make their own case without much debate.

The next question becomes "What sort of package?" The store's best answer to this is: the simplest package to protect the contents into the hands of the consumer at the point of use; it should bear a clear guide to the contents; it should look modest and pleasing. If the contents are attractive to the eye the wrapping should be at least no less so; all this presupposes the lowest possible cost for an adequate package. And that is why so few Macy packages are over-elaborated, so few with multiple colors and trick constructions and collateral gadgets. For this guiding principle rules: good taste usually replaces unnecessary consumer expense-a rule, by the way, which the store applies throughout its

merchandising activity.

The staple-specialties referred to above fall into broad general groups: groceries, drugs and toilet preparations, wines and liquors, housewares, stationery, camera supplies and a wide variety of miscellaneous articles. Macy's grocery department is probably the best-known high-grade grocery store in America. For many years past a staff of trained "tasters" has been employed whose duty it is to travel the food sources of the world for high-grade specialties, tasting and selecting the pick of the crop, or catch, or season. Selected groceries, usually bought at the source, are brought into the store under several private trade marks each of which broadly designates a country of origin. For instance, the "Marceau" line of preserved fruits, jams and jellies, fish, and wines and liqueurs, covers several hundred items produced in France. The name "York House" covers a long line of Sherries, of English whisky and gin, and a vast assemblage of biscuits, fish paste, potted and smoked meats, jams, marmalades, plum puddings and honeys of origin in the British Isles. The largest single brand line of groceries bears the mark "Lily White"; another group is branded "Red Star"; both "Lily White" and "Red Star" are of origin in the western hemisphere.

An effort has been made in each of these lines to package the items so that all packages will have a family resemblance and so that each line will suggest the country of origin. The "Marceau" packages in groceries are distinguished by a thoroughly French type of gilt

lettering on dark brown; they have a typically French feeling for the simple reason that the majority are designed in France. The "York House" collection is executed broadly in the English labeling manner with a characteristic crest. In each case, the mood of this "family" packaging has been adapted in each individual package to the habit or custom of the special industry into which each product falls. For it is far more important to have a sardine can look like a typical sardine can than it is to achieve a radical departure. There is plenty of latitude within an industry for minor improvement which will distinguish the individual package from its competitors without departure from the common law or custom of the industry. Sardines, according to Macy's, do not belong in candy jars -nor does candy belong in a sardine can. In undertaking special designs for "Red Star" and "Lily White" products, Macy's has been influenced again by the custom of American trade-chiefly the canners. But there has been no straining for long range store shelf display. It is Macy's belief that a package which is visible under pantry and kitchen conditions is visible enough to serve the consumer properly. And likewise that from somewhat more restrained design there rises an opportunity better to please the customer with the looks of a package under kitchen conditions. In short, Macy's tries to help the housewife make her pantry look like a decent workshop, full of useful daily supplies rather than a series of roadside bill- (Continued on page 101)



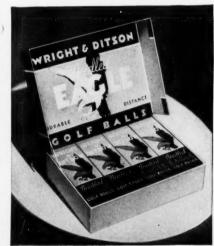






A glass rolling pin designed and produced by Owens-Illinois serves as a container for Shenandoah Valley vinegar. It's known as "Roll-Rite" and is making big sales for that product . . . Steinie bottles now span the continent. Regal Brewing Company of San Francisco is now using these new bottles produced by Owens-Illinois . . . Barton

Manufacturing Company also employs Owens-Illinois in the design and production of the package for its Magnetic metal polish . . . Improved are the 1937 display boxes and cartons for Wright and Ditson Eagle golf balls . . . Weston's Biscuits have made another "scoop" with their new one pound package, designed by Gair, of English Quality biscuits put out under the name of Weston's Coronation Assortment. The approaching English coronation and its pageantry are used as the basis for the design . . . The Spir-It (for the cocktail hour) package provides a convenient holder and display for that unique and useful accessory. Carton made by Bicknell & Fuller . . . The "Rights and Wrongs of Golf" by Bobby Jones is included in the Christmas gift package which A. G. Spalding & Bros. is using for golf balls this year





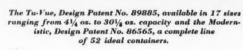




OCTOBER packaging pageant















Lales PACKAGES



♦ Some packages stay forever on the shelf while others keep the cash register ringing. Some are just packages—but those that move into consumers' hands in an unending stream are SALESpackages.

Make sure your product is in a SALES-package. Place the whole packaging problem with one competent, coordinating source of supply. Let Owens-Illinois Complete Packaging Service make one unit job of the selection or design of the container, the design of labels, cartons, caps and cases. Our laboratory technicians will assist at every step to see that technical details are correct. You will have a real SALESpackage for your product.

Owens-Illinois diversity of operation with twenty-four plants also assures you of another service—prompt delivery. This is especially important in times such as these when unforeseen requirements call for immediate action.

Branch offices of Owens-Illinois are located in all principal cities—call the nearest one and you will quickly have ample proof that this is the right move. Owens-Illinois Glass Company, Toledo, O.

OWENS-ILLINOIS Containers and Closures







# OCTOBER pagean

Kobako (Chinese for "beautiful perfume container") is a new Oriental fragrance made and packaged by Bourjois. Bottle and cabinet copy ancient Chinese designs . . . New tubes and cartons for Monarch tooth pastes and showing creams manufactured for the Davis Store by the New England Collapsible Tube Company. Unusually striking mass display effects are achieved . . . From nailed wooden boxes to folded paper counter display is a recent transition made by June Dairies Products Co., Inc. The latter were designed and supplied by The Gardner-Richardson Company . . . Hinge cover and transparent window, with selling information on the back of the box, characterize the new packages used for sheets and pillow cases by Pepperell Manufacturing Company . . . Product is illustrated on the cover of the carton for the new Contour Wave brush by Kent of London . . . Tall widemouthed cylindrical jars of stock design (Owens-Illinois), foil labels and lithographed caps are attractively combined to package liqueured fruit for Lyons-Magnus, Inc. . . . A "sure-grip" fluted

design embodies user convenience and supplies sales attractability in the packages for Shell Spot Remover and Furniture Polish. Designed and produced by Owens-Illinois









#### Country Stores, Limited

BY AMOS STOTE

In staging a retail show that included a variety of departments, a group of English art students embarks on a practical adventure and expresses its ideas in package design and shop decoration. Not only did they build their own displays but also created the settings for those displays.

It HAS always been a delight to children to play at store-keeping. Just how much a study of such childish games would benefit the average merchant or help him solve sales problems is very doubtful. However there are always exceptions to every generality, and that was very much the case when a number of English boys and girls decided to show their elders what they, the rising generation of consumers, wanted in the way of package design, window and counter display, and store decoration. That it was a great show these young people created is proved by the fact that their exhibitions attracted so much attention that it was continued for several weeks.

The boys and girls in question are students of the Art School attached to the Goldsmiths' College which is in turn a part of the University of London. To make their work of practical value or perhaps, more correctly, to make their training such that it will stand them in good stead when they go out after jobs, the problems set these students by their teachers (who are successful artists, typographers, designers with long experience in all divisions of art in relation to commerce) are such as they will actually come up against when they are out on their own. In other words these young people are making play out of work, with the result that their results are charming and offer many suggestions of real merit to those concerned with product merchandising.







Cans and cartons for food products, ale, biscuits and crackers, as designed and constructed by students of Goldsmiths' College, London. These formed but a part of an imposing array of displays—a complete store in miniature—that was developed with excellent and original expression in design. Photographs by John O. Fletcher





Above: Literary merchandise was not neglected by the students when they organized their Country Stores exhibition. Lower: Seed envelope patterns developed by the students were particularly striking among the exhibits shown

First of all these young people decided they wanted a planned scheme of work, something on which they could all unite and in the working out of which each would have an opportunity to do what he most enjoyed or felt most capable of doing. They hit upon the idea of a store, a general store, a rural establishment which would be required to stock all manner of goods. So they called their exhibition "Country Stores, Limited."

To open a store they first had to have a building, so the college authorities gave them three large rooms; just that, three large, and very bare, rooms. To make their store attractive so that it would encourage people to enter, the first consideration was the decoraing of the walls. Also to arouse "consumer" interest they decided that the first room entered should not be too commercial in appearance but one which put people in a happy and receptive frame of mind. Consequently this entrance lobby had its walls covered with gay and amusing mural decorations; old fashioned scenes, street scenes in a lovely old village, just the sort of place for such a store as they were "conducting." There were paintings of all kinds of people cheering the passing of an impressive gentleman astride a most astonishing

horse. Another scene showed an old coach with a throng of folks gathered about it. But so much for the entrance room. It was too inviting not to lure you on into the rest of the store where booths had been built so that each department might have a fair opportunity to display its own wares.

A well arranged shelf display of boxes, packages, cartons for cheese and butter and eggs, with bags for poultry foods and packets for seeds, all lighted from above, and all designed and executed by the student boys and girls, occupied one interesting department. Alongside these there was a modern decoration of a farmer holding up a shipping case for eggs. By-the-way, duck eggs had their own special cartons, carrying an amusing drawing of a duck's head, to distinguish those eggs from

the cartons holding hens' eggs.

One of the most delightful departments of the Country Stores was that showing sports clothing and which featured the products of another imaginary house, Broad Oak Clothiers Ltd. The gentleman in riding togs was cut out of heavy cardboard and his clothing painted on him, including his top hat. As the students had no money to spend for models or actual fabrics, in most instances, they made their colors do the work of materials, with the result that the show was far more plasing than it would have been with dressed up dummies.

For that matter, the lack of both space and funds inspired these boys and girls to triumph over difficulties by painting what they could not buy or borrow. One of the most charming walls was that showing the hardware department of this store. Lawn mowers, rakes, wash tubs, pails, even garden hose, hammers, shovels were all presented as wall decorations but yet made very realistic. The chinaware department adopted this same method for meeting the limitations put upon it by not being able to buy dishes, and even in the instance of the few real dishes shown they were but the cheapest of plain ware which the students had decorated. To make up for the small amount of actual pottery, available wall space was delightfully decorated by a brightly colored painting of a clown juggling a number of plates.

Perhaps the most important part of the training these future designers are receiving is represented by their having to build not only their own displays but also the settings for their displays. Wall partitions, counters, shelves, the tops for their booths, the installation of special lighting arrangements, even pillars and steps, all of these were the handiwork of the students.

The variety of departments their store boasted is another tribute to their creative ingenuity. Being a country store, and a very modern one, its "proprietors" decided they must not only please all the people living in the village and surrounding district, but must also encourage others to move there, so they installed a very charming real estate office. To impress the prospective customer for a home with what the community offered, the walls of this department carried scenes of a model house, of the village street and country-side, and also diagrams indicating the size, shape and location of choice plots of ground for sale. Booklets of various shapes and with attractive covers were on display. These were, of course, dummies made up by the students who designed the covers and then printed a few of each by hand, by the "silk screen" (Continued on page 109)

#### We look at toy packaging

THE toy industry presents—in individual cases—outstanding examples of sensible package design, cleverly planned and cleverly executed, meeting to the fullest extent the special merchandising requirements involved in this field. But, as a whole, it is probably one of the most backward of all industries in its approach to, and use of, packages and displays as means of effecting, encouraging or easing sales. And this situation exists in spite of the fact that most toys, by their very nature as odd shaped, assembled or reusable objects, have demanded packages of some sort and have always provided a market for the boxmaker as well as other package suppliers and manufacturers.

In an attempt to analyze this curious situation—wherein we see some of the most advanced package thinking in an otherwise backward industry—Modern Packaging has corresponded with a majority of the manufacturers in the field, has interviewed a number of manufacturers and others in touch with the general situation and in a position to analyze, and has made a particular study of some of the outstandingly fine examples of toy packaging in an attempt to discover whether any inhibitive factors exist that would prevent the average toy manufacturer from following the examples set by the few.

Yet the reader of this and the two articles which follow, must not get a false picture from the fine packages exhibited herein. They are, almost without exception, the packages which are *not* characteristic—the packages which depart from the traditions of the field. They point a way for others to follow and set a mark for others to excel. But any surveyor of the field must

admit, to begin with, that they are so far ahead of the average that they are practically out of sight.

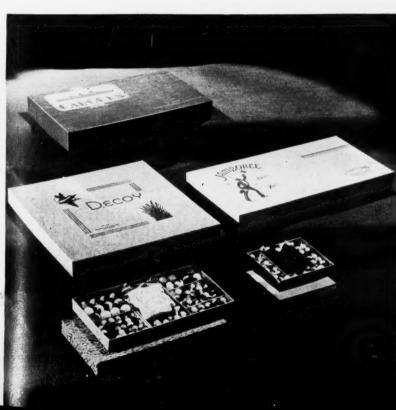
In an interview with James L. Fri of the Toy Manufacturers of the U.S.A., Inc., the representative toymakers trade association, a few of the reasons for the general backwardness of the industry were brought forward. Mr. Fri pointed out that, since toys are a semiluxury type of item, the pressure for lowered prices in the last few years has been even greater than in many other fields, and that this tendency has cut down both the money that could be spent on the toy itself and on the package, thus effectively nipping in the bud many beginnings towards a packaging program. "Manufacturers," said Mr. Fri, "are beginning, more and more, to realize the sales and prestige-building values of welldesigned and well-executed packages, but the developments along this line have been held back during the last few years by the element of costs.

"Partly because so many units in the field are of smaller than average size as businesses, development has been held back. Larger firms can often afford to continue a policy of package development in spite of





Above: Present three-section display used for locomotive models. Old and new packages for these models. Left: Fancy papers, plain and with applied one-color designs, find frequent application for toy and game packages





lem, there is enough energy and sufficient brainpower in the industry to do as fine a job as any other industry. This may be judged by the change which has come over the display rooms of dozens of firms in the New York Toy Center buildings within the last three years. A rash of rebuilding spread like the measles over the hundreds of offices in these buildings as manufacturers imitated each other in mak- (Continued on page 103)

economic stresses. But in the toy field, depression has forced manufacturers to crawl back into their 'factory shells' even more than in other industries. Our manufacturers have been 'factory conscious' rather than 'merchandising conscious.' They have paid more attention to developing products, production methods and machinery—along which lines they have achieved phenomenal results—but they have, for the largest part, yet to turn their attention, in equal measure, to packages, displays and merchandising in general.

"In part," Mr. Fri continued, "the lack of package consciousness, and the accompanying lack of brand-building trademark identification and similar work, are due to the absence of consumer advertising on the part of most toy makers. The sales set-up, in this field, has tended to leave all promotional work to the department stores and other dealers. It may be observed that some of the best packages and displays come from manufacturers whose plants are engaged in other fields as well as in the toy industry and who thus are influenced by the trade practices in these other fields when planning their toy promotions."

Noteworthy, in confirmation of Mr. Fri's observation, is the packaging and display work of such firms as A. C. Gilbert and the Stanley Works, where in both cases, the primary activities, in clockmaking, hardware, toolmaking, etc. have called for practices—in advertising and packaging—which have flowed over into their toy

promotions, much to the latter's benefit.

The lack of development, according to Mr. Fri and confirmed, in this particular, by others in the field, is not due to the seasonal nature of the industry. "The industry," Mr. Fri pointed out, "has solved many other difficulties once held insoluble because of the bugaboo of the seasonal factor. It can and will overcome this one as well.

"One thing is certain," he continued. "When toy manufacturers once turn their attention to this prob-





Above: Single panel display for model set. Illustration at right shows that the need for low package cost has not hampered the achieved results in ingenuity and appeal. Similarly in display, good planning makes for effective showing of products



# How a doll "success" is packaged

THE doll world bears a close resemblance to that of the stage or screen. It is populated by two classes of stars-the skyrockets and the hardy perennials. In the former group are found such fads as happen to catch the public fancy and, for a season, score sensational sales performances, only to fall back to minor positions the following year and then fade quickly to the oblivion of out-of-date and withering catalog illustrations. In the latter group are those dolls that possess an appeal so universal and persistent that their sales continue on an even plane and a high one year after year. Usually "skyrockets" are dolls whose appeal is essentially towards adults rather than towards children. They shoot to heavy initial sales because of the sophisticated attraction they have for the gift giver, they decline because the child recipient is found to prefer her old and tattered rag doll of a previous season to the, let us say, grotesque French character doll that so attracted her aunts and uncles.

The Dy-Dee doll—the sales sensation of the past three years—seems to fall somewhere between these two classifications. In appearance, it resembles the best type of conventional doll of decided "child" appeal. Its distinguishing characteristic, however, is found in a unique, patented mechanical contrivance which permits the child to feel that her doll is more nearly alive than any other. To put it briefly, the Dy-Dee both drinks from a bottle and, wonder to behold, requires periodic changes of its diapers, thus displaying the two chief characteristics of all babies.

To the adult who purchases the doll, these unique bodily functions appeal perhaps as a form of sophistication. Certainly it must be so to judge by the flood of newspaper feature stories that appeared when first the Dy-Dee Baby hit the market. But to the child these qualities are not sophistication but rather reality, aliveness, and hence the Dy-Dee becomes a treasured possession. Dressing and undressing her become pleasurable duties; feeding, bathing and powdering her become chores the child is only too delighted to perform.

Thus, it can be readily understood how the doll, as a doll without accessories, captured the child world in its first season, selling over six hundred and fifty thousand within a year and over a million in its second year upon the American market. The doll, in 1934 and 1935 was sold—as most dolls are sold—without packaging. The necessary accessories, diapers, bottles, etc.—were provided with the original purchase or sold as extras to those who wished a more complete supply.

But, with the 1936 selling season (for the coming Christmas trade) it was felt (Continued on page 106)





#### Mickey Mouse Super-Salesman

Mickey and his associate characters are no shrinking violets. Their value to their employers is in direct ratio to the frequency of their appearance on and within the package. Hence the cartons and set-up boxes used by the Whitman Publishing Company show Mickey, Minnie, Donald, and the famous Pigs in the act of demonstrating the use of the products within. The Fulton Specialty Company combines the use of Disney characters in the merchandise itself with set-up box designs that are virtually cartoon advertisements for the articles within

**T**F THE general picture of the toy world—from the viewpoint of effective package design—is, with only a few bright exceptions, a sad one, such is far from the case in that portion of the field ruled by a young and frisky character known as "Mickey" in all languages, including, most emphatically, the Scandinavian.

For Mickey not only provides the touchstone to sales for hundreds of toys and other children's products. He likewise presents both a package designing problem and that problem's solution; though, in the case of the latter, he owes much to the aid of a very business-like organization known as Kay Kamen, Ltd. whose only goal in life is to place Mickey and his kindred characters, in hundreds of different forms, into the hands of millions of children.

Ever since newspaper cartoons first began to attract a wide following, manufacturers have sought to capitalize upon the public interest in such characters. In the early days, the use of such figures was either appropriated outright, without a by-your-leave, or else bought from the cartoonist of his syndicate for a few dollars. With the rise to fame, on an international scale, of Walt Disney's lovable mouse character, similar offers began to swamp his Hollywood studios. The Disney staff realized that there would be only a bit

of small change to be found in the mere acceptance of any offers that appeared for the use of the animated cartoon characters on products, packages, displays or advertisements. And, quite properly, they felt that such un-policed usage might eventually result in the appearance of products and packages which would—by misusing the characters—actually harm the popularity and the cash value of Mickey and his family as movie attractions and head-liners.

Hence, they turned the exploitation of such rights over to the Kay Kamen organization, with the express intention of getting the utmost possible return from licensing the use of Mickey by placing all necessary restrictions around such licenses. Thus, from its inception, the firm has rigidly controlled, not only the mere license to use the character, but the form in which it is used. Licenses are issued for use on products, packages, advertisements or on any combination of the three. But in all cases, the appearance of the characters is controlled by the licensing organization.

Such a policy has involved its responsibilities and has led to the development of a complete designing and art staff, quite separate from the animation studio's staffs—a group of specialists in product and package design who might be termed super-specialists, inasmuch

as the field of their endeavors is limited to products and packages adorned by Walt Disney characters.

The existence of such specialization, insofar as packaging is concerned, has been the key to the development of a series of packages of unusual average excellence, including some outstandingly fine individual examples. And, in this regard, it should be remembered that the Kay Kamen designers—unlike most package planners—have the dual problem of designing for the utmost in eye appeal, practicability, selling power and re-use value, at the same time preserving, to the fullest extent, the future value of the Disney characters as merchandising aids. Thus a study of the experiences and theories of design developed in this work becomes, in fact, a study of long term planning for better merchandising and better packaging on an industry-wide scale.

In the case of product designs, an attempt has always been made to have the use of the character tie in with the nature of the product and the way in which it is used. Thus, wherever possible, mere applied pictures are avoided in favor of applications in which the product-or a part of the product-assumes the form of one of the characters. Thus, in the instance of a child's hotwater bottle, Mickey Mouse's baby nephew forms the bottle itself, giving to the utilitarian object a secondary utility as a doll and the pleasing appearance of such a character. Similarly, soaps have been molded and colored to reproduce the whole family of characters-Mickey Mouse, Minnie Mouse, the Three Pigs, Fido, etc.-as dolls. In the new Donald Duck painting kit, illustrated on these pages, the palette assumes the shape of the Duck character and the paint-portions appear as buttons on Donald's clothes. So too, with products such as hobby horses, biscuit cutters, pencil boxes, push toys, watch faces, dolls (of course), games involving the use



The Platt and Monk Company's White Slate would be difficult to demonstrate if Mickey, Minnie and Pluto were not available to illustrate its aualities

of figures as targets, etc., balloons, floating toys, costumes, etc., the shape, color and doll-like appearance of the Mickey Mouse family is translated into objects of merchandise and placed on the market.

In other cases, the merchandise does not lend itself to such transformations in shape. Here the character is applied—by printing, decalcomania, weaving, etc.—to the surface of the object as decoration, pure and simple.

Of course, many of these items are in classifications which are never sold in packages. Yet most of them, particularly the smaller toys and kindred objects, demand packaging in some form or other. Here the type of package varies with the nature of the product. In some cases it becomes as elaborate as the product itself, as witness the Funny-Facts Electric Questioner mar-

Items of the Little Nemo Manufacturing Company's jewelry line show how the entire family of Mickey Mouse characters is employed in designs for those products, all of which are ingeniously displayed. Folding cartons of the display type are used by Fisher Price Toys, Inc. for its carnival toys. The design of these, even with its light construction, is such that the packages will be kept as long as they last





keted last year by the Einson Freeman Publishing Company, in which the apparatus is contained in a set-up box, built bookwise and opening to disclose a colored reproduction of Mickey, his hands attached and so arranged as to hold the two electric wires which govern the working of the set.

In other instances the use of the character serves to provide some after-use, as in the Bryant Electric Company's molded dish sets and the Salem China Company's china sets. In both cases, the display cartons or boxes gain an after-use as toys because of their colorful decoration. In the case of many other products, the package is likewise merely an illustrated container, designed to capture the eye and to gain added value for the product by the reproduction of familiar and beloved characters in new and interesting poses. Usually, these poses show the characters in the act of using and enjoying the products contained within the box or carton, thus serving the double function of both arousing interest and demand for the toy itself and, secondarily, explaining its workings or the manner of its use and thus making the job of the sales person easier. A perfect instance of this type of packaging is found in the cover of the Platt and Monk Company's White Slate set which served both as a decoration and as a selling and explanatory advertisement.

Often, however, after-uses can be achieved. In such cases, the Kamen designers highly recommend their development. Many such uses involve no added expense or constructional changes—as in the making of a shoe

box which turns into a toy-garage or a cracker-box which assumes the shape and form of a house. Here, designing alone provides the plus-value of a toy-appeal to an otherwise utilitarian piece of merchandise.

Many times, too, the characters are used on displays -often with great ingeniousness. The Mickey Mouse Knife display of the Imperial Knife Company illustrates this type of design-where Mickey is seen using the product to untie a can from the tail of his dog, Fido. Likewise, in the case of the Inkograph Company's pen and pencil sets, the characters of Mickey and Minnie Mouse are used in the displays to point out the advantages of the products attached thereto. Some sets are equipped with reproductions of Mickey's nephews, molded into the tops of the pens and pencils. Here each set is held on a card which has a reproduction of Mickey so printed on it as to seem to be holding the two infants on the products. So too, in the displays of the Little Nemo Manufacturing Company's jewelry for children, Mickey and Minnie appear on the displays pointing out and emphasizing the details of the charm or ring or bracelet.

Finally, in the case of many products which are in no sense toys themselves, the toy appeal is gained through the use of packages and displays featuring Mickey Mouse or the other characters. The outstanding instance of this sort is, perhaps, that of Mickey Mouse Tooth Paste. Here the tube and carton are not merely the usual containers, but serve also to sell the child on the application of tooth paste through the use of the

Salem China Company also uses a folding carton display for its Mickey Mouse china dishes. On the display cards used to show fountain pens and pencils, Mickey demonstrates the virtues of the Inkograph Company's products. A single set of these is shown in larger size on the page opposite









Tooth scrubbing tends rather to be a distasteful chore to most boys and girls. But, transform the product with pictures of Mickey and Minnie Mouse, form a Mickey Mouse Health Brigade with insignia, rules, work charts and membership certificates and you change the whole busines into a delightful game. Note also how the knife is shown in use in the Imperial Knife Company's display

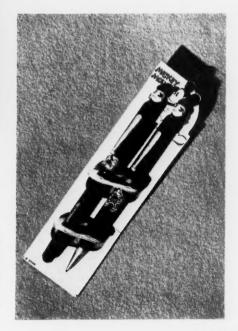
Mickey and Minnie characters in conjunction with illustrations of paste, toothbrushes, etc. A similar effect is gained both in the displays for this product and in the Health Charts used, frequently as display material.

In retail store displays featuring any of the Mickey Mouse products, a series of animated and modeled display characters are often used. These are made, under license, by Old King Cole, Inc. and sold to stores through the Kamen organization.

The characters have been applied to every type of package, from boxes and cartons to cans and cellulose wraps. Perhaps the greatest number are within the group of set-up and folding boxes, probably because of the color possibilities offered by these fields. Since the advent of Technicolor cartoon animations, a pronounced trend towards the use of full color on packages has developed, though many licenses still restrict themselves to two colors and even single color effects. Experience, here as elsewhere in packaging, has been that "color sells," and the Kay Kamen organization highly recommends its use wherever cost limitations will permit of that expense.

Curiously, "stills" from the Mickey Mouse and Silly Symphony pictures are never used. Every drawing on every package display or product is an original, planned expressly for the item it adorns. Curiously too, and probably unnoticed by the general public, the appearance of many of the characters has gradually changed, both since the advent of color and with the gradual development of animation techniques. The policy of design control insures the appearance of uniformly up-to-date characters on all packages—1937 models as they may well be regarded.

The capacity of these characters to create sales interest in the children's market may be shown by any number of sales records. Perhaps the most spectacular—and most frequently cited—is the case of the Lionel Company, makers of toy trains. This firm has ascribed its change from bankruptcy to full solvency—in a single toy season—largely to the introduction of a small handcar toy, operated by reproductions of Minnie and Mickey, several million of which were sold last year.



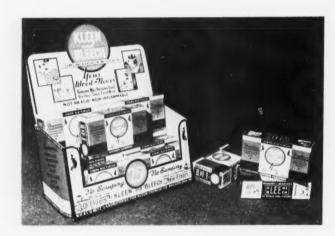
#### New packages, new sales peaks

C. C. HARRINGTON

THE EFFECT that an attractive looking package has on both dealer and customer acceptance is impressively exemplified by the recent experience of the Kleen Chemical Company of Philadelphia. From the standpoint of dealers' orders, the presentation of the new packages has been like a wave of the mystic broom carried by the witch that forms part of the company's trade mark. But back of all these ensuing merchandising results has been tedious and well-planned design work on the part of J. L. Schwartz, sales manager of the Kleen Chemical Company, in conjunction with the Continental Can Co. and the Brooks Bank Note Co.

Previous to the issuance of the new containers, the Kleen organization distributed its products, Floor Cleaner and Bleech, in paper containers with three-color paper labels. The yellow background and red and black lettering presented little in the way of eye appeal or quality layout. In addition, the paper labels soon became soiled and faded due to handling and standing on dealers' shelves, all of which further detracted from the sales appeal of the container itself.

The first step toward improving the package was to change the one-pound size from a paper container to a metal can. The new container was made taller and smaller in diameter than the old package, giving it a more balanced appearance to the eye.



The second important change was to lithograph the can instead of using a paper label. A large blue circle with a black border is the focal point in the new design. This stands out from a plain yellow background and projects the white block lettering, Kleen and Bleech, for greater legibility.

The lower part of the can design represents the boards of a floor, showing the grain of the wood. On either side near the center circle are black witches, connected vertically by a chain of letters, "Banish Work," to a pail of water sitting on the floor boards. These witches and the block lettered words Kleen Bleech, definitely tie the new cans with the labels of the old containers. A narrow ribbon of black at the top and bottom of the can forms a border to the design and carries white lettering giving the name of the com-





Top illustration shows the comparison of the old cylindrical container with the new  $5\frac{1}{2}$ -oz. size. Below is the old paper container (right) shown with the new lithographed can, l-lb. size. At left is the new tilting display carton for the  $5\frac{1}{2}$ -oz. packages

pany, its address and other pertinent information.

The new 5½ oz. package represents a complete change from the old design. Whereas the latter was a cylindrical paper box bearing a three-color label, the new design is in the form of a rectangular carton lithographed in five colors—blue, green, yellow, black and white—in effective combination.

As on the can, the central focal point is a blue circle with the white block lettering, Kleen and Bleech. This is side-bordered by two black witches above the pails of water. The background is divided into three sections. The wide center section is yellow, setting off the blue circle and black witches and lettering. Top and bottom borders are black with yellow lettering. The two side sections are similar in color, namely, with green background and black letters, and a wide black strip near the bottom bearing green letters. Top border is yellow with black letters; the bottom border is green with black letters.

The top and bottom of the package each show two illustrations depicting the various applications of the product. The end surfaces bear blue circles with white price figures, 25c. Directions and applications are on the back-black lettering (Continued on page 109)

MODER DISPISA

# FACTUAL APPRECIATION





E appreciate and treasure the long and continued patronage

of advertisers in all circles of industry.

We could write volumes expressing this appreciation.

Instead, we prefer to let our actions bespeak our sense of responsibility toward present and future client relations.

With unwavering confidence in the future of the American people... in American Industry as a whole...in each loyal client...we have, during recent months, greatly augmented our staffs of creative and productive artists, and have replaced photographic, process, lithographic and other productive equipment on a tremendous scale.

We understand FORBES now has the largest battery of new high-speed precision single- and multi-color lithograph presses under one roof in the world.

That is FORBES' factual expression of appreciation of loyal client patronage and confidence.

FORBES is ready to serve better and faster ... to provide more and better creative and merchandising ideas, and to maintain FORBES superior quality with faster production.

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POSTERS · DISPLAYS · CAR CARDS
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LITHOGRAPHY
DIE STAMPING
LETTERPRESS
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#### Consumer buying via dealer good-will

In cut-rate ridden drug and cosmetic fields, certain firms have—by strict adherence to policies designed to benefit the dealer—earned a measure of dealer goodwill and respect for exceeding that commonly accorded to the average manufacturer, who is looked upon by the retailer with an attitude somewhat akin to deep suspicion. Yet, even these firms have the problem of converting this dealer good-will into consumer sales—a problem made even more acute by the fact that their advertising must, of necessity, be more restrained than that of firms who short-circuit the dealer's desires and rely, to a far greater extent, on consumer sales pressure.

Displays in such instances must not only win sales. They must maintain the ethical standards which have earned the respect of the pharmacist and of the medical practitioner. Under such circumstances, the firm of Merck & Co., Inc. has found a high measure of success in promoting its Zinc Stearate, a waterproof toilet powder, by means of simple displays featuring photography in combination with the package itself and with reproductions—in enlarged size—of the package.





Merck Zinc Stearate, a standard product that has been recommended for many years by physicians and nurses, is an all-year-round seller and steady repeater, but during the hot weather months the sales of this product keep pace with the thermometer by going up. Summer is the one season of the year when retailer druggists who are experienced in the art of good merchandising see to it that their stocks are adequate to meet the increased demand. More than that, they realize that they can get a substantial share of this business by effective display in their windows and on their counters. This year, to help sell more of its product, Merck & Company provided attractive window display and counter price cards such as shown in the accompanying illustrations

The material, offered to druggists through *The Merck Report*, by direct mail, through the firm's sales force and through wholesale druggists, consists of a large three-panel window display, carrying as its main feature a lithographed photograph of a happy baby in close juxtaposition to a large reproduction of the package, thus instantly relating the product both to its use and to the happy results obtained by using it in preference to other products.

Since the product affords advantages to adult users as well as to those who care for infants, the side panels are used to carry four photographic illustrations of other uses. Particularly noteworthy is the way in which a small arrow is used to capitalize upon the advantages afforded by a feature of the package closure—a self-closing safety-top.

For counter use or as a supplementary display for stock windows, a smaller lithographed unit is provided, featuring as its illustration a mother holding a smiling child. In this case, the actual package is placed in a position provided by the display, thus gaining the extra attention value of a third dimensional effect. Once again, the useful arrow is called upon to bring attention to the self-closing safety-top closure. A small circle is provided for china-pencil price-making by the dealer.

The company reports a decided upping in sales and an almost unexpectedly wide usage by dealers for these simple yet effective merchandising units.

Similar use is made of displays for other Merck household products which are sold through drug stores.

#### The public tells—G-E sells



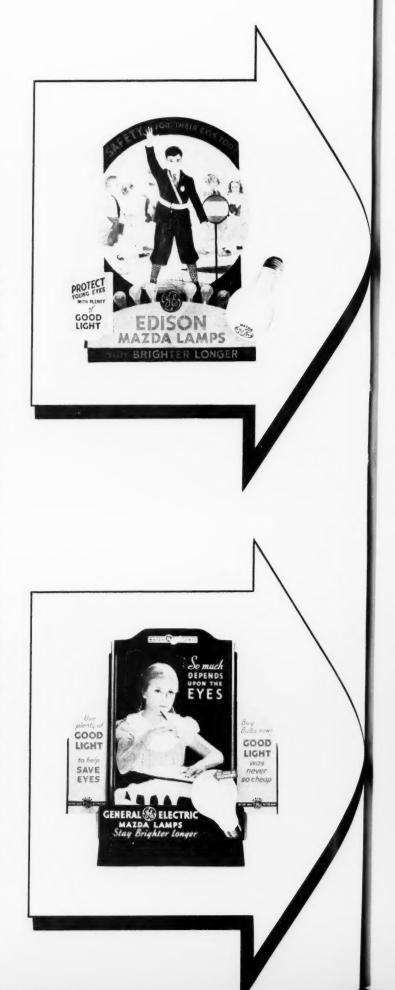
H. FREEMAN BARNES

MALK up another victory for those publicity, promotion and advertising experts at G-E who threw over the "by-guess-and-by-gorry" method of measuring public reaction years ago and scientifically found out in advance just how Mr. and Mrs. John Q. Public want to be sold. The company's 1936 campaign, soon drawing to a close, bids fair to hang up an all-time sales record. No sleight of hand, ladies and gentlemen. Merely a three point sales plan.

G-E had an idea that the dealer ought to be tied in more closely with the four hundred million magazine page advertisements they were planning to run during 1936. So they hit upon the simple expedient of reproducing those ads in attractive window display cut-outs. When the housewife opened her favorite magazine there was a purse-opening plea for more and better light. Everytime she went shopping the familiar plea was there in her dealer's window, only ten times larger. After G-E got her into the store, the dealer sold her. Simple as one—two—three.

"Though this Three Point Plan has worked out very successfully in 1936," comments Sales Promotion Manager, H. Freeman Barnes, who is at the bottom of most of the ingenious methods devised by G-E's Lamp Department to win public approval and acclaim, "you can see what a responsibility that throws upon the displays. If we failed to pick the winning displays, then our advertising dollars might be thrown to the winds as well as the large amount of money we spend annually for cut-outs displays, demonstrators and merchandisers. In other words, we can't lean on an advertising crutch to bolster up any errors in judging our public's buying psychology at the point of sale." That is why such extraordinary tests are made of all display and promotional material before it is adopted for a G-E campaign.

From now until November, one mammoth room in the Administration Building at beautiful Nela Park in Cleveland will house a commercial art exhibit to which the finest designers and artists will send their best work. Over one hundred artists and designers are invited, through lithographers, to compete. After these displays have been properly mounted and lighted, G-E begins its quest for the coming year's campaign. All members of the sales, sales promotion, advertising and engineer-



ing departments are asked to visit the exhibits. They study each display with a coldly dispassionate eye and vote, in order of preference, on the ones which they think will sell the most lamps for G-E.

Then the feminine members of the office staff in Nela Park are asked to offer their opinions. Mr. Barnes gives these opinions a heavy rating, because most of G-E's consumer lamp sales are to women. After the displays have been rated by the entire office staff, the advertising and publicity scientists put their heads together to study the results. Even if one display gets top rating and that type has definitely been tried out and found impractical or inept, it is thrown out of the contest.

General Electric has twelve laboratory stores. These are used to measure public reaction. Explains Mr. Barnes, "We use about twelve different stores, each of which is a different type in various parts of the country. One might be a drug store in Cleveland, one a hardware store in Ashtabula, one a chain store in New York City, a department store in Chicago, and so on. In the case of our window displays, the laboratory stores are sent a complete set of each of the displays. Those re-





sults are tabulated and analyzed, giving us finally the public check."

When the results of the laboratory stores are completed, the board of display judges tally the results of the public ratings with those of the Nela Parkers—the public getting the edge. Out of the ten high ranking displays in both ratings, the six which best meet the general requirements are the ones selected to carry G-E's crusade for the coming year. So, in the final analysis, the advertising and promotion experts only maneuver the test—the public is the real judge of what kind of advertising will sell them G-E's Mazda lamps

during the coming year.

Four years ago, General Electric sent out a large cardboard girl who coined sales. Oddly enough, the first display and advertisement of the 1936 series, released in February, was almost a repetition of that 1932 sales girl. She is called the "1936 Girl Merchandiser." This young lady, picked after scores of models had been considered, has done an outstanding selling job for G-E Mazda lamps. She stands 651/2 in. high and is so life-like that gentlemen frequently doff their hats to her. In her hand she holds a real lamp to which she points with a smile. In front of her is a replica of the regulation carton in which six bulbs are packed. This serves as a display table and holds orderly rows of bulbs in their sleeves in five separate compartments in the display bin. There's a raised shelf at the back for displaying different sizes of bulbs and ample shelf space for storing cartons at the bottom.

And, before we go any further, may we call your attention to the fact that the package is an important part of this display. "The most successful displays we have ever used have had the package itself incorporated in a prominent position," comments Mr. Barnes, as he points to the familiar orange and blue sleeve encasing one of the six bulbs in the orange and blue carton. But

more of the package itself later.

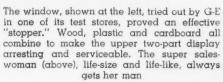
In March the first advertisement and display piece

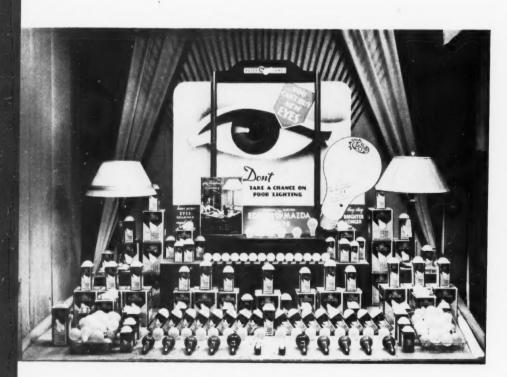
opened the Better Light-Better Sight series. Suddenly the public, parents, teachers, and children themselves had become light-conscious. This was no coincidence. It wasn't just a lucky break. It was the result of a cleverly planned promotion campaign which had been carefully conceived and carried out by General Electric.

The National Better Light-Better Sight Bureau was organized to disseminate the findings of twenty years' research and experimenta- (Continued on page 80)









# A-New-Star on the Advertising Horizon

DISPLAYS
INSURE
PREFERRED
POSITION
AT THE POINT
OF SALE

the advertiser
who wants dealer display
material that features the
actual package right ON the
front windows - - - who wants
something original, practical
and new at modest cost.

#### Hi Spot DISPLAYS:

- 1. Dramatize the package ON the window pane at eye-level.
- Command preferred position for the advertised product.
- 3. Readily seen by shoppers because of their location.
- 4. Appeal to dealers and do not obstruct other merchandise.
- 5. Display actual product in natural three dimensions.
- 6. Economical and can be used in many places.
- 7. Can be placed within one minute.

PACKAGING PRODUCTS CORPORATION

ORIGINAL PACKAGING DEVICES

1814 EAST 40th STREET .... CLEVELAND, OHIO

Right: Typical display for three large focusing search-lights. Below: An assortment of five popular chromium finished flashlights displayed against a blue background with yellow and white lettering. Bottom, left: Bright Star de luxe display unit serves also as a package for six chromium finished spotlights. The display reproduced in six soft colors forms an effective background for the product. Bottom, right: Package display featuring three of the fastest selling types of flashlights. Represents a complete flashlight department ready to install at a minimum investment













#### Flashlights on display

BY EVE MAIN

**D**ESIGNING a package so that it serves as a display is comparatively common practice, but designing a display so that it serves as a package that cannot possibly be tucked away on a shelf is something else again. And that is just what the Bright Star Battery Company

has been doing for several years.

One of the principal difficulties in merchandising flashlights and batteries is the multiplicity of different types and sizes. Dealers buy a few of these, a few of those and a few of something else, but the trouble is that individually packaged flashlights are almost sure to be stored on shelves or in drawers until someone comes in and asks for them. Being out of sight, it is sometimes a long time before there is any consumer demand and the stock naturally becomes a shelf warmer, which doesn't help the life of the batteries in the least. Window cards and counter cards usually accompany shipments but since they haven't any particular tie-in with the package, and counter space is at a premium, they seldom help much to get the actual product off the shelf.

Bright Star has found that the way to sell flashlights is to get them out in front of the consumer where he can see them. Flashlights, and batteries, too, more or less sell on impulse. They are often bought on sight where perhaps their purchase hadn't been contemplated when the customer entered the store. You know how it is when you have occasion to use your own flashlight and find the battery is dead. You probably sputter and fume and resolve to buy a new battery the next time you go near a store selling them. But more than likely you visit a dozen stores where batteries are sold before it ever occurs to you to get one. The idea behind the Bright Star package display is to combine the dealer help and the merchandise itself and pack it in such a way that it will automatically be placed on the counter or in the window whether it (Continued on page 82)

Above, left: Colorful package display unit for six Bright Star flashlights. Designed to keep the merchandise off the shelf and out in plain view. Above, right: Compact battery merchandiser included with each unit. Contains 48 batteries packed in four tiers of twelve each. Right: Hanging display vendor for twelve batteries. Convenient for use where counter space is limited









#### **GALLERY** of advertising displays



The Westclox Wrist Ben is a new product of the Western Clock Company, "the makers of Big Ben," and is being well received throughout the trade. They are being featured and displayed on a novel and arresting display designed and lithographed by The Forbes Lithograph Company

In a two-plane window display a happy riveter at work with trouser legs flapping in the breeze endorses Chesterfields briefly but emphatically. Display created by Liggett & Myers Tobacco Company and lithographed by The Forbes Lithograph Company

Two planes carry out the illusion of bottles floating in chunks of ice and invite attention to Canada Dry Products. The name "Canada Dry" at the top of the cut-out is in brilliant red letters on a white background—for easy visibility. The oversized bottles are carefully placed, not covering up their labels. Painted realistically and lithographed in full color by the Brett Lithographing Company

A large lithographed mass display, die-cut and assembled in five planes, builds up a symmetrical product assembly to a central focal point, "Alkalize with Alka-Seltzer." This type of mass display insures an artistic and well-balanced arrangement of product. Created and produced by The Forbes Lithograph Company

The Schrafft's jumble basket has a new twist in counter sales-producing displays. It has strong human interest appeal and what it takes to make sales. Reproduced in natural colors by the Brett Lithographing Company

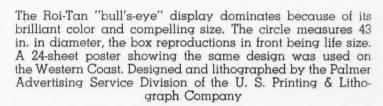












Attention value plus a sales story told in a flash is the formula successfully expounded in the new Coca-Cola point-of-purchase advertising unit appearing in windows from coast to coast during September and October. In addition to its eye-attracting value, it tells the quick story that the product is as cooling as snow-capped mountain peaks. Created and produced for the Coca-Cola Company by the Niagara Lithograph Company

A sporting appeal incorporated in the displays used is effective in winning sales for G. & W. Mill Farm whiskey. The cut-outs in two sizes lend themselves to effective arrangement, with the actual packages, in window display. Lithographed by Ketterlinus Lithograph Manufacturing Company

Separate metal display racks for each different size of paint brush have been adopted by Devoe and Raynolds Company, Inc. Seven counter racks are included in the unit, designed and made by the American Can Company. The racks are in blue, with designs and lettering in yellow, red and black. On the upright back section of each rack is shown a different use for the brush. This seven-unit display brings the brushes out from under the counter and within easy reach of the customer, at once suggesting the need for a new brush and the proper size for the work to be done

The cheery Wilson ham girl was given a real welcome by the trade. The ham on the large display is an extension piece; the miniature size is used inside the stores. Designed and lithographed by the Palmer Advertising Service of the U.S. Printing & Lithograph Company







#### Plastics in new display applications

AMONG the most recent and effective uses of plastics in displays is that involving Escolite, a form of Plastacele, a cellulose acetate plastic. In this instance, the plastic is made up into flexible strips or sheets about 0.020 in. thick which are again cut into narrower strips about 5/8 in. wide before being employed in making signs or displays. Because of the relatively small amount of plastic required, the signs are comparatively inexpensive, especially when their high display value is considered.

In this unique and patented application of plastics, the Plastacele itself forms only a relatively small part of the display. It is used to form or to outline letters, which stand out almost as brilliantly as if made from much more expensive Neon tubes, or for borders or accent lines, as may be required, whereas the remainder of the sign itself, which is the supporting background,

is lithographed cardboard. The latter is merely slit where the plastic is to be inserted. When the plastic is in place, the outlines of figures formed glow brilliantly in contrast with the opaque cardboard, giving a striking and pleasing effect.

Since the greater part of the sign or display is lithographed, a limited number of lithographers have been licensed to produce the finished article, using the strip material furnished, and cutting and inserting it as required in each particular design. Signs manufactured by Escolite Displays, Inc., Kalosign Company of America, and Western Lithograph Company are known as "Escolite" signs, and those made by Livermore & Knight

Company, are called "Radio-Lite" signs.

Signs and displays made under these names are of two types. The "daylight" type makes use of natural daylight or of any other light that may fall on the plastic to cause it to glow and give it its luminous effect. In the second form, the sign is equipped with its own back light or lights (ordinary incandescent bulbs) hidden from view but so set as to cause the plastic to glow even more brilliantly than in the daylight form. The self-illuminated type, because of the electrical parts and bulb or bulbs required, is the more expensive, but is also the more effective, although the daylight form also gives brilliant and striking results and is sure to catch the eye, especially when placed in a setting with opaque objects about it. A simple and inexpensive form of flasher can be used with the electrically illuminated type, of course, if improved attention-getting value is desired, but this is not at all necessary, as either form of sign stands out in almost any company. Sheet Plastacele is selected for the purpose because



On this and the opposite page are reproduced examples of signs in which lettering and outline of trade marks are made to stand out prominently by strips of corrugated Plastacele inserted in slots made in the lithographed paperboard. The brilliance of the lettering, however, does not show to advantage in a photographic reproduction. Above: Operator inserting strips of colored Plastacele in Radio-Lite signs at plant of Livermore and Knight





it is available in a range of brilliant colors, is transparent, flexible and relatively slow burning. The transparent sheet stock used is embossed to give a corrugated effect, the depressions forming the corrugations being about 3/16 in. in length and arranged in two rows about 1/32 in. apart on each strip 5/8 in. wide. There are about 20 corrugations per inch, and their purpose is to collect and diffuse through the edge of the material, at right angles to the corrugating marks, whatever light falls upon the corrugated surface. As a result, when the edge in question is viewed, it glows as brilliantly as if there was a light directly back of it shining through the transparent material.

however, no electric connection with the plastic, and the light comes from whatever source shines against either the front or the back exposed (corrugated) portions of the plastic.

Although the glowing lines on the signs are no thicker than the plastic itself, they stand out away from the cardboard face and give letters the effect of considerable depth. If the lithographed portion of the letter is heavy (wide), both edges can be outlined by the strip or it can be placed in the center of the lines or bands forming the letters.

Arrows, flow lines, or other markings can be outlined or borders can be formed by the plastic, if desired, mak-



In making up a sign or display, the cardboard used for the background is first lithographed, much as if it was to be used without the plastic insertions. It may have letters, numerals, pictures of the product or of trademarks or whatever figures are wanted. When dry, the cardboard is cut through in narrow lines wherever the plastic is to be inserted. In the case of a long line or of lines forming closed letters, such as the letter "D," for example, the scoring is not continuous but is broken or bridged to retain strength and prevent the center of the closed letter from being punched out. Strips of the plastic are then cut to the required lengths and are inserted edgewise into the slots thus punched. The narrow space between the rows of corrugations, being somewhat thinner than the corrugated portions, tends to prevent the strips from slipping or being pushed out.

The rear half of the strips pushed through the spaces are cut away at bridges (where the slots are not cut away). But the front or exposed edge is made continuous and, since the strip is very flexible, can be bent as may be required to follow the contour of the letter, figure or other outline desired.

When completed, the plastic strips stand out about 1/4 in. in front and the same distance in back of the cardboard and are, of course, at right angles to the face. When viewed from the usual distance, however, the bright line forming the transparent edge of the strip glows brightly and with as much brilliance as an electric resistance wire heated to incandescence. There is,

ing them stand out just as the letters do. In many cases, only the largest letters on the sign or display are made from the plastic, the smaller type being printed (lithographed) in the usual way. The display can serve as a sales card or holder for the articles sold, if desired, just as if a simple lithographed card were used.

As the plastic is relatively soft and flexible, there is practically no chance of breakage in shipment or use, and in this respect the material is much superior to displays using glass parts. No transformer or other electric equipment, except for a simple socket and ordinary electric bulb, is required, as is the case with tube lights, and the cost is correspondingly lower. It is feasible also to make letters that are much smaller than can be produced with tubes made from glass.

Some idea as to the effectiveness of the signs may be seen from the accompanying illustrations. But the brilliance and color, which are lacking in a printed reproduction, need to be seen in an actual sign to be appreciated. Colors available in Plastacele used in making the signs include a brilliant cerise, similar to the common red Neon in color and brilliance, and a flaming yellow-orange. Displays and signs made in the manner indicated have gained considerable use and can be made in sturdy forms capable of long service. They are suitable for window displays, counter displays or other similar applications. They are available, of course, only from lithographers holding license to manufacture them.

A floor bin, well designed and constructed, is a powerful merchandiser, — takes the product out of hiding and puts it within easy reach of the consumer. This Libby's Sliced Pineapple floor bin, lithographed in full color, holds 36 large cans.



#### The Public Tells-G-E Sells

(Continued from page 72) tion carried on in the Nela Park laboratories by Dr. M. Luckiesh and Frank K. Moss, scientists who had been cited for their brilliant work by the Distinguished Service Foundation of American Optometry, and other scientific societies. The optical profession eagerly adopted and lent its weight to the Better Light-Better Sight movement. Manufacturers of paint, varnish, glass and others whose products are involved in the provision of illumination joined the sight-saving crusade.

Throughout the country, Light Saving Councils sprung up to spread the gospel of better light and better care of eyes. A complete grade school study project on the history of light and better light for better sight was made in the public schools. Pupils and teachers alike became interested in the subject of light, and thousands of teachers from all sections of the country requested the printed project, for which they were glad to pay.

The medical angle—always a good approach—was called in to do its work for G-E. Eyesight specialists, already made light-conscious, were furnished with a kit of information on light prescribing which they are using constantly in the treatment of their patients.

Additional advertising came from forty of the country's leading manufacturers of portable lamps who waged an advertising campaign on I.E.S. Better Sight Lamps. These portable lamps, designed by the Illuminating Engineering Society, constituted the first merchandising "package" of better light for better sight ever produced. These lamps, like practically every other article purchased by the housewife, came with "instructions for use." And the instructions told just exactly what wattage lamp was needed to make this lamp perfectly safe for reading, sewing, playing bridge, etc.

Lighting companies employed more than 1500 home lighting advisors to make personal calls on housewives, offering their services in checking home lighting and making recommendations for its improvement. In addition to this valuable personal contact word of mouth publicity, the same utility companies spent thousands of dollars in newspaper, billboard and radio advertising to encourage better lighting.

The display was painted for G-E by Eugene Iverd, famous magazine cover artist and painter of children. It rated extremely high in the pre-testing of displays. The center panel, 22 in. x 30 in., is a picture of a dainty little miss doing her home work under artificial light. The caption reads "So much depends upon the eyes." It is a duplicate of the magazine ad without the copy. The two wings, or side cards, are 12 in. x 22 in. and urge the consumer to buy bulbs. Holders are provided for four bulbs near the bottom.

The next ad in the Better Sight series appears as the children are starting back to school in September. The same artist again scores with a beautiful colored poster of a junior traffic officer seeing children safely across the street, with the caption, "Safety for their eyes too!" This display, 44 in. x 50 in. carries six brilliantly lighted bulbs which will be seen flashing in many a dealer's window during September.

The October ad is a plea for brand specification. It carries a black and white photograph of a freckled face

imp with the caption "Mom's wise now." Of course Mom was put wise by the tremendous promotion and advertising campaign waged by G-E, and naturally she had to buy G-E lamps for good light. Attached to the

photograph of the boy is a bulb.

The cut-out display differs from the advertisement for October but has a boy as its theme. It comes in two parts. One is a small boy 141/2 in. x 29 in. carrying a basket of bulbs in sleeves. The cleverly constructed basket holds several actual bulbs and thereby acts as a merchandiser too. The second half of the display is a sturdy easel-backed card 191/2 in. x 31 in. high. It contains only a photograph of a Mazda bulb with very little copy, and a price tag which protrudes beyond

the photograph and in itself is 8 in. x 15 in.

The dealer is urged to start his Junior Salesmen's Campaign in October, pointing out that schoolboys will be wanting to earn a little spare money for footballs, skates, sleds, etc. Undoubtedly the Junior Salesman is blessed as often as the luckless book salesman is berated by the housewife, for this is a definite and welcome service. To most housewives, bulbs occupy a major position in their "forgettery." And what is more annoying than no spares when a bulb blows. Or what housewife, no matter how meticulous, doesn't suffer a bad case of the gropes occasionally when she reaches into a dark closet, the attic or cellar, and finds the socket is empty.

In addition to these main display pieces, G-E offers its dealers many baskets and display pieces for counters as well as testers and demonstrators. One particularly clever piece depicts a man in caricature saying "What -No Light" when the bulb blows.

Then there are the standard blue wire merchandisers, taking up a minimum of display space for the amount of lamps they can accommodate. Some of these merchandisers hold only the bulbs in their sleeves while others are more pretentious and take rows of large cartons on their bottom shelves. Holders are fastened to the top of these baskets accommodating the cartons for a card which is a reproduction of the current advertising page and window display piece.

One of the most striking test units is named "Double Duty" because it is used not only as a tester but also as a very attractive and attention arresting window and

interior display.

Another test unit is elaborately wrought in metal and glass, finished in rich walnut with glass sides in red, blue, yellow and white. Its 100 watt bulb flashes on and off and is the finishing touch on many a win-

dow or interior display.

To insure the propitious use of this display material which costs hundreds of thousands of dollars, G-E sells the Three Point Plan to its agents. With the plan they are sent all the window display material and a series of sales-clinching merchandising plans for \$1.00. As a result, Mr. Barnes reports that practically every window display shipped out-and there were thousands during 1936-almost inevitably finds itself in a window or interior display instead of gathering dust.

### regin with EXTRAS







#### EXTRA SALES BEGIN WHEN UNION DISPLAY RACKS SHOW OFF THE GOODS

 Purchases which people do not intend to make when they come into a store build the easiest profit. Union Display Racks build these extra sales by putting products out in the open, making the customer see, feel and want them. Designed for maximum display in smallest possible space, Union Display Racks are popular with dealers because they fit right into attention-getting spots by the door, near the cash register or parcel wrapping space. And they are low in cost.

Suggestions, pictures, prices will be sent by return mail . . . on request.

UNION STEEL PRODUCTS CO.

521 Berrien St., Albion, Michigan



For bulky displays the rack occupies no more space than the products.

SHOW OFF THE GOODS

While we had Mr. Barnes where he couldn't escape our barrage of questions, we queried him on the bulb

package of four years ago.

Almost everyone interested in packaging was curious to know how G-E with its great resources would solve the problem of packaging a bulb. The G-E artists and designers ground out package ideas and designs for many years, but it was not until four years ago that G-E spotted it in the grist and said—"Stop—we have it!"

The familiar package was nothing more or less than a corrugated "sleeve" which surrounded the bulb. It had a lithographed blue and orange wrapper glued to the corrugated protector, and inside reposed the bulb in smug security. Nothing to seal the ends, no cardboard package to protect the delicate bulb—just a sleeve, sufficient unto itself. It was chosen because it looked well, was exceedingly practical, inexpensive, economical to print and insert the bulb in, and because it allowed the lamp to be seen.

One of the three cardinal principles of G-E selling is to put the merchandise where it can be seen. The other two are, put it where it can be handled, remind

the customer to buy.

The next step was to sell more than one bulb at a time. A carton was designed to hold six bulbs. And it hewed to the austere simplicity of the bulb package design—merely a cone-shaped orange patch on a blue background, with the lamp in relief, or a plain oblong cardboard box. This design, used for Edison Mazda lamps is identically the same as the one used for G-E Mazda. The colors are merely reversed!

General Electric pays a tribute to brand names when it continues to carry its Edison Mazda—a name established by the National Lamp Works before it was absorbed by G-E. As long as the dealers want Edisons, they get them. G-E is no disrespecter of good names! The colors—blue and orange—on the packages were chosen after numerous scientific tests had been made because of their distance visibility and pleasing effect in combination. Naturally, they used their script signature, "GE." And that is all there is to that.

After four years, Mr. Barnes says they believe that this package was one of the chief reasons why G-E lamp sales have soared steadily upward year after year. He cannot conceive any gigantic upheaval in the design and art trends of the world which would make it necessary to scrap this package for some time to come. He says: "Of course, we have put out several trick packages in the last four years which have given our sales a decided spurt, but the packages are too expensive or impractical for general use. Almost every Fall, some added sales effort is made to fill that tenth socket -you know we estimated one out of every ten sockets is empty. One particularly trick package was a carton in the shape of a cardboard doll house. It was of heavy cardboard, lithographed in four colors and held six bulbs. Some of the more enterprising dealers ran a length of wire into the houses with a tiny bulb to finish the light. This package was a great success and made us popular with the children but a test proved that it would not 'go again' the following season. After four years we are definitely convinced that nothing can take the place of the plain sleeve and carton which we adopted after much patient research. Once again, science proved it could out-guess human opinion.'

#### Flashlights on Display

(Continued from page 75) is a drug store, hardware store, electrical shop or any of the numerous types of stores that sell batteries and flashlights, thus assuring prominent display. Then you will be immediately reminded of the battery you need or perhaps induced to buy a new flashlight you see displayed as you walk into any of these stores.

Bright Star Company with the assistance of the U. S. Printing & Lithograph Company has developed a series of these package displays which are sold in units. There are two displays in each unit, one containing three, five or six flashlights according to the dealer's selection and the other packed with 48 batteries. For the dealer who isn't in a position to invest any great amount of capital in this item, there is a display packed with five flashlights of three popular types, and this unit, including the 48 batteries, gives the dealer a complete flashlight department for an investment of \$5.19. He has an assortment of flashlights, and batteries enough not only to take care of the lights on display but also a surplus for replacement demands.

The displays have been designed to conserve counter space since many dealers have little to spare. Flashlights are placed in the display in an upright position. Battery displays are built up in four tiers of 12 each. As the upper tier is sold the dealer tears the front off on a dotted line and the second tier comes into view.

A smaller hanging display vendor with 12 batteries was designed primarily for use in gasoline service stations where flashlight batteries are an incidental item and carried only for the convenience of passing motorists. The 12 batteries are packed one on top of the other, and as one is removed at the bottom the others drop down until all have been used. The hanging battery display is also used in stores where there are several departments selling flashlights; for instance, a drug store might have one each in its electrical, sundries and cigar counters along with razor blades and the like. This particular unit lends itself to display where counter space is not available since it may be hung on walls or counter fronts.

Displays are packed individually in corrugated cartons and become effective the minute a dealer unpacks the carton, for no matter where he places the piece, perhaps temporarily, the merchandise speaks for itself without further effort at arrangement or presentation. No matter where the display lands it starts working immediately, which in itself is a desirable advantage.

This type of package display saves the expense of material and labor required for individual packaging of flashlights and batteries and this saving is reflected in the cost to the dealer and in turn to the consumer. The dealer pays only for the merchandise and receives

the display without additional charge.

Bright Star has found that this merchandising plan has increased unit sales appreciably and has resulted in a greater general sale of flashlights and batteries simply by giving them preferred position in retail stores and keeping consumers constantly confronted with them. While no definite percentage figures are available for comparison of this method with previous practices, the business actually traceable to its influence is so satisfactory that the plan will be continued indefinitely.

# CONSUMER CONFIDENCE with these DOUBLE-DUTY SEALS



WHEN packages are sealed with CEL-O-SEAL caps and bands, you gain two ways. First of all, their smart appearance builds consumer acceptance for your product and inspires buying confidence. Moreover, these efficient seals make your package tamper-proof, airtight, and germ-proof. And when impregnated with your name or trade-mark by Du Pont's patented process (U. S. Pat. No. 1997769) they defy illegal duplication.

CEL-O-SEAL caps and bands are available in a wide range of pleasing colors that may be selected to harmonize with the color scheme of your package. They cost less than half a cent each . . . and they may be quickly and easily applied without special equipment.

Give your packages the added protection and eye-appeal of these double-duty seals. For complete information, samples, and prices, write Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Pennsylvania.



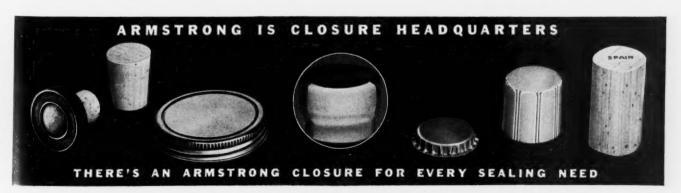
CEL-O-SEAL

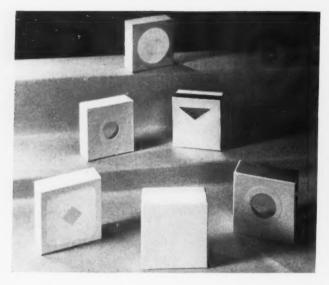
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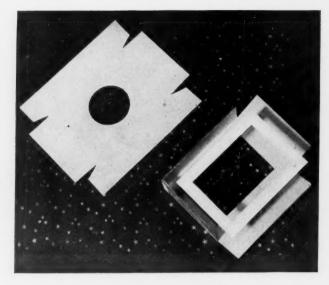
CAPS and BANDS

MADE BY DU PONT

SOLD BY ARMSTRONG







Powder box drums. The drum, filled with powder is glued into the outer shell. All of the examples shown in the illustration at the left are on the market today. Note the lack of accessibility caused by the cardboard heads in the two drums on the middle row. In the center front the drum has no window and a solid cardboard head. Notice the convenience afforded by the expanse of paper wrap covering the drum, at the left of the front row. This is by far most advantageous from the customer's approach. At right are shown the three sections of a powder box drum. The paper wrap, the shell of the drum and the cardboard head. This is an example of the construction used in drums which give service to the purchasers. The large die-cut opening in the head affords convenience

#### Powder boxes have a full time job

BY MARY NORTH

WITH 90 per cent of the women in this country using face powder today, the market is highly competitive. Each manufacturer keeps a constant vigil for that new idea which will increase his sales—making his brand a leader in its price range. But the woman purchaser makes mental tests. Tests that consummate the important question: Will she want to buy the same powder a second time?

Women are critical, demanding efficiency. Even a powder box used twice daily is subject to criticism. Few women buy powder for the box itself. They are interested in the quality of the merchandise they receive for the price they pay. The container is only of secondary importance, although the color and the design

help to create a sense of quality in a woman's mind. Shade consciousness of powder is now all important. Every woman looks for that shade which is hers; no longer can she rely entirely on the manufacturer's name. There are too many of them. She knows that color exactness is an affair of sight, not printed words. Transparent cellulose made this possible. The old paper envelope closure has passed. The result? A visibility drum—such as it is.

The round telescope boxes do not have the problem of drum wrapping. They may be satisfactorily finished with cellulose stretched over the top of the drum. But in the square or oblong boxes a similar feature is impossible. Cellulose when glued tightly over a corner will pull and wrinkle in the most unsatisfactory manner. To eliminate imperfection, it is necessary to use a piece of cardboard at the top of the drum to which the

cellulose may be glued flat. This piece of cardboard is called a head. Besides being a gluing surface it lends strength and gives a finished appearance. It is this top surface of the drum which the purchasers see, and too often causes difficulty.

Since the cardboard head has to be used, it is covered with an outside wrap of paper. The window is die cut through both the paper and the cardboard. Transparent cellulose closes the opening. But difficulty is with neither the window nor the outside paper wrap. It is the cardboard head alone. Fortunately, correction is possible. Since the wrap completely covers the exposed surface of the drum, there is no reason why the die cut in the cardboard head has to correspond to the window opening. When using the larger opening in the head, the paper cover may easily be torn away, the cardboard taken out. But when the paper wrap is tightly glued to a full cardboard head it is almost impossible to open the drum. It costs no more to die cut a large opening.

So it is not expense, but oversight.

Ask women if they have trouble opening the drum of a square powder box. The majority, if not all, will have the same disheartening picture of the struggle caused by this cardboard insert. But when the opening will allow the use of a medium sized puff, after simply tearing the paper away, access to the powder will be easier, the convenience of the box will be greater.

Many companies realize the importance of accessibility. But even today, some have overlooked this important sales point. To all ap- (Continued on page 108)



The Morrison Company of Philadelphia packages a wide variety of powdered puddings, pie fillings and ice cream preparations on Stokes & Smith equipment. Three attendants produce a continuous stream of tightly sealed, non-sifting, bag-lined cartons.

The cartons are hand fed to the carton sealer, which seals the bottom flaps and carries them to the Universal Fillers. There attendants fill the bags and place them in the conveyed cartons, which then move on to the Sealer. There the open top of the bag is automatically sealed in with the top flaps of the carton and the packages are conveyed under pressure to the shipping table.

Similar semi-automatic or fully automatic Stokes & Smith equipment with automatic carton feed, bag inserting and automatic filling, for the production of sixty packages per minute is also available. An S & S Packaging Engineer will gladly suggest the proper equipment for your particular needs. Write for information.

FOR PRODUCTION OF 15 TO 60 PER MINUTE

STOKESES MITH @

PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.



#### Editorial opinion

#### Consumers of the Future

From abroad—and included in this issue—comes an interesting story of a group of art students who, left to their own devices, developed in a most interesting fashion a practical problem in product merchandising. Encouraged by their instructors, these young designers planned a miniature store in which packages, displays and other means of encouraging sales were created in accordance with their own ideas. The result of this thinking and execution leads one to assume, as stated by the author, "that these boys and girls are going to have a definite influence for good over British package design and shop decoration in the next few years."

Viewing the illustrations of the various exhibits included in the store, one cannot fail to sense that the designs are fresh and stimulating. But there is more to them than just that. Actually they offer a challengeand the challenge is that of youth-to many of our present-day packages, certainly a great percentage of those of earlier periods. For while they were created by students and may lack some of the "maturity" to be found in the work of experienced designers, they go far in expressing what may be expected in package design and decoration in the future. It is not alone that these youngsters have exercised their artistic abilities, but they have, in effect, said "These are the things that we want to see and buy," and, saying that, they have put themselves in the place of the consumer and expressed those desires which they, as consumers, are seeking.

True, old age does not always hold with youth, and the successful manufacturer must seek to retain his established customers as well as to cultivate the new. But he does this by a careful compromise which gives consideration to both groups, although it must be admitted with a stronger leaning toward the latter.

It is well, then, to observe those manifestations which indicate what the future consumer seeks—to anticipate in packages and displays the designs which will be sought by the purchaser of tomorrow.

#### Private versus National Brands

Credited to Congressman Wright Patman, sponsor for the present Robinson-Patman Bill is a new measure, which may or may not be introduced at the next session of Congress. This, in effect, will forbid a manufacturer from engaging in retailing three years after its effective date, for it is stated "It shall be unlawful for any manufacturer or any affiliate of such manufacturer to directly or indirectly transport or cause to be transported, in commerce, any article or material produced by such manufacturer for sale or distribution at retail by such manufacturer or by an affiliate of such manufacturer."

The significance of the possibilities resulting from the passage of such a measure is such as to intensify the interest in private label versus those of nationally advertised lines, and is of no small concern to designers and suppliers of labels.

Recent figures compiled by the American Institute of Food Distribution show that among 386 voluntary and cooperative groups covered, all except 71 have some

lines of private labels. More than half of the 71 which do not have private labels are small organizations of retailers which have not yet developed to the point where they are operating their own warehouses.

On the other hand, only 23 per cent of the voluntaries and cooperatives covered in the survey have a complete line of private labels for their packaged groceries. Practically all of these are wholesale grocers whose labels were carried over from their original activities as wholesalers. Retailer-owned wholesalers and groups of cooperative retailers are now developing their lines of private labels.

Valid arguments are frequently raised on both sides of the question of private label versus nationally advertised lines. Some of those met most frequently:

For private labels and against nationally advertised lines

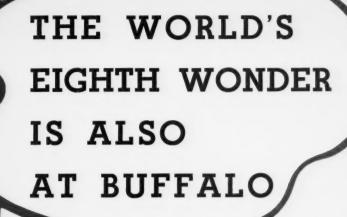
- (1) Quality of merchandise can be controlled carefully through the use of private labels.
- (2) Wholesalers and retailers must have a line on which they can realize a living profit. Many complain of low profit margins on national brands.
- (3) Manufacturers break down the resale price too often.
- (4) Independents must sell brands not featured by chains.
- (5) When the independent establishes a demand for a private line, that business belongs to him and he is in no danger of having the line thrown open to his competitors.
- (6) Distributors will take a greater interest in promoting a line which they can call their own.
- (7) Private labels give the retailer a chance to do face-to-face selling.
- (8) Private labels hold the loyalty of members of a voluntary or cooperative group.

For nationally advertised lines and against private labels

- (1) Quality of nationally advertised lines is always
- (2) Tremendous advertising programs by national manufacturers create a consumer demand for national brands which allows the individual grocer to cut his own selling expenses.
- (3) Independents handling private labels must carry dual stocks—both the national brands and the private labels—thus tying up inventories.
- (4) Volume of nationally advertised labels sold is so much greater than private label volume that the profit in the long run is really greater on national lines.
- (5) Sale of one item of poor quality under a private brand may kill the entire line.
- (6) Retailers run into trouble through over-emphasis on private labels—they lose customers who ask for national brands.

The foregoing is presented at this time, not with the idea of advancing argument either one way or another but with the thought of marshalling the facts so that both sides of the question may be considered from every possible angle insofar as packaging is concerned.

S.E. a. Charlton



Niagara Falls is not the only "biggest" thing in the Buffalo region. For the F. N. Burt plant . . . the largest box-making plant in all the world is located in Buffalo too . . . located in favorable freight territory for shipment to both east and west.

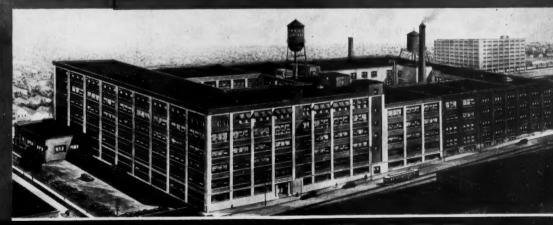
Yet, the wonder of the Burt plant is not its size alone.

Rather you will find it in the way in which we grew . . . and continue to grow today.

For, from its smallest beginnings, the F. N. Burt Company has grown by giving its clients—large and small—a type of personalized box designing, merchandising and manufacturing service that is unique in its ability and cooperativeness.

Our size means economies and the ability to produce mountains of high quality boxes in short order. But, big as we are, we still retain that one essential of our smaller days . . . the willingness and ability to see your problems through vour own eyes . . . to help you solve them whether your needs be large or small.

Put your boxmaking problems up to us. You'll like the way we do things at the "Box Center".



#### F. N. BURT COMPANY LTD.

500-540 SENECA STREET, BUFFALO, N. Y.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West Toronto 2, Canada



Novel perfume bottles and boxes which carry a promotional theme throughout the line

#### Cosmetics that sell

BY JEAN MAYER

tive market must have not alone quality and usefulness, but must be so packaged that it carries a message to its buyer. A message of smartness, style and novelty. In the cosmetic line, manufacturers have realized the importance of conceiving an idea and carrying this promotional thought from the name of the item, to its container, and straight through to the outside package, so that every detail is cleverly worked out in perfect harmony.

Parfums Weil Paris, Inc. recently imported a perfume which they wished to sell for sportswear. They decided to capitalize on its light weight and so it was called "Bamboo." "We have the idea," said Mr. Paul Ganz, of that company, "and then strive to make the package fit the idea." Consequently, the outer container of the perfume bottle was manufactured to convey the feeling of light weight, sport, and the orient. To do this, the company made a rectangular shaped box of genuine bamboo strips, with an extended red wood top, giving the impression of an oriental house. The colors,

tan and red, signified sportswear, while the material itself carried out the oriental thought. The perfume bottle is stepped and is a stylized modern version of the classic pagoda shape. To further extend this motif, Bamboo toilet water and cologne have been encased in a glass bottle which is an exact reproduction of the bamboo reed, tall and thin, with an unusual circular break through the center. Each bottle has a coolie hat, one in red, the other ivory.

Bamboo has repeated its basic theme of color and shape in every available piece which is included in this set. Since it is an idea unusual in construction, the sales appeal has been startling, and it was one of the first steps the company took toward clever and distinctive packaging for its products.

Then a perfume was imported, which was totally different. It was exotic, although delicate. Sweet in odor, although simple and light in form, typically an item for evening wear. Since the Greeks cannot be surpassed for their exquisite beauty of proportion, as well as their extreme simplicity and perfect harmony, Par-



RIEGEL PAPER CORPORATION, 342 Madison Avenue, New York, N. Y.

fums Weil Paris, Inc. decided to package this new perfume with a classic Greek motif. As a result it was called Cassandra.

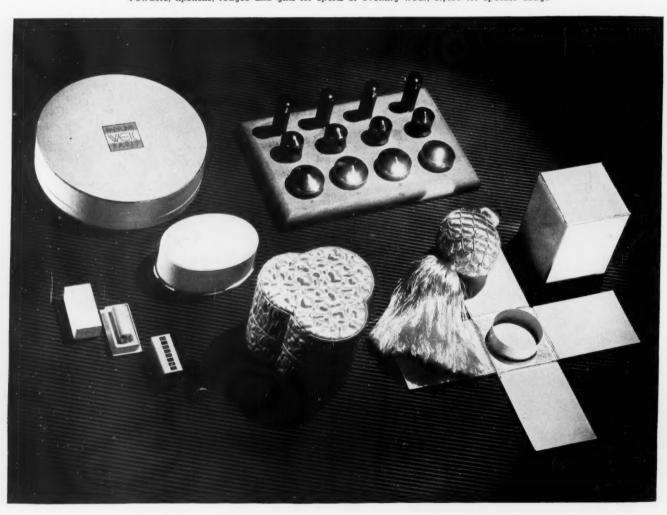
Following the Grecian Ionic order, with the hope that simplicity and harmony of long unbroken lines would be revealed in the glass bottle, production was started. The columnar design has a capital with volutes, like the hair which hung on both sides of a woman's face in ancient days, with a standard extended base. Being light in shade the perfume gives the bottle a graceful, and distinguished line. The box is mustard color with white in relief. On the white parts is the Greek key design running through.

Cassandra cologne was also marketed and its bottle is tall and thin with the columnar effect heightened by channeling to resemble the folds in a woman's garment. However, this bottle is abstract Grecian design and is not necessarily according to the standard ancient pattern. There is a gold closure which simulates the mustard color. Then, the lipstick finally completes this set. It is in the shape of a column fitted with white and the background is mustard color, carrying out to perfection the basic theme. A novel feature which has been adapted for this lipstick and which will extend to all lipstick which the company manufactures is a rigid transparent cellulose case. One of the advantages which it offers is that the customer may see the

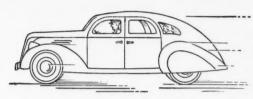
design of the lipstick on the counter without the case becoming chipped, tarnished or shopworn. Many women prefer carrying this cellulose acetate covering for use in the pocketbook so that the hard surfaced objects lying loose in her bag will not mar the delicate workmanship on the metal case.

The company has extended its theory of packaging cosmetics to suit the occasion upon which dry rouges, and cream rouges are to be employed, as well as lipsticks. For instance, the display illustrated here is definitely for daytime use and sportswear. Gold metal closures screw tightly on to genuine walnut containers. The use of wood for cosmetics is rather novel and entirely appropriate, since its appearance is attractive and would appeal to the woman athlete or business executive. And for the attendant at a dance or any evening affair the Ebony and Ivory lipsticks have been created. For less expensive use, Ebony has a jewel-studded base and the black top forms a pleasing contrast. In addition, the case is thin and light in weight, which is an advantage for those who carry flimsy evening bags. Ivory is a more luxurious item since the material is genuine and the rhinestone base makes this an ideal and handsome gift. Women who take pains to wear the proper thing on every occasion will discover that a new trend has become prevalent in the line of cosmetics. A sporty looking case (Continued on page 108)

Powders, lipsticks, rouges and gifts for sports or evening wear, styled for specific usage



## The Old Car Seems to do very well-



## until you ride in a new one!

### Which fact may point the way to important improvements in your packaging department

You only realize what an improvement has been made in cars, when you ride in one of the recent models . . . And you will probably also find it far less costly to run!

Your wrapping machines should likewise be compared with modern models, if you want to be sure that your packaging department measures up to present-day efficiency.

Wrapping machine design and construction have advanced considerably in the past few years, and this reflects itself not only in greater plant efficiency (lower costs) but also in the package itself—an important sales advantage.

If you will write and tell us what your present packaging equipment is, we will tell you what our latest machines of each type will do in comparison.

Write to our nearest office

PACKAGE MACHINERY COMPANY, Springfield, Mass.

NEW YORK • CHICAGO • CLEVELAND • LOS ANGELES • MEXICO, D. F., Apertado 2303

Melbourne, Australia: Baker Perkins, Pty., Ltd.

Peterborough, England: Baker Perkins, Ltd.



MODEL FA

Introduced recently, this low-priced fast wrapping machine is being widely used.

Model FA is adjustable for a wide range of sizes. It wraps packages in plain or printed transparent cellulose, waxed paper and glassine in roll form. If printed paper wrappers are used, the machine is equipped with a sheet-feed mechanism. When printed transparent material is used, the machine is equipped with an Electric-Eye registering device which locates the printing accurately on the package.



#### Why we should buck the tide

BY WILBUR FRANKLIN HOWELL\*



In THE last few years, and especially since 1929, a tendency to market products in smaller units has been gathering strength. But it is quite possible that this "hand-to-mouth" buying has been accepted too readily as a general rule desirable for all commodities.

Our own house is not modern in the strictly urban sense—there is no kitchenette and we do not store the groceries behind the small books. In our cellar there is room for a storeroom for the staple foods—soaps, beverages, etc. It is a good *laboratoire intime* for the study of merchandising methods, and in the course of this study I have become convinced that there are many opportunities to promote successfully the sale of larger units to consumers.

Around New York and the larger cities we fall into the habit of thinking kitchenette-wise or about the needs of one and one-half room apartments, and forget that about sixty-five per cent of our population live in the country or in towns of less than fifty thousand, where pantry space is not so limited. These statistics do not include the vast number of suburbanites within the corporate limits of our great cities who own their own houses or live in commodious apartments.

In both country and city we have almost entirely given up the custom of putting in bushels of potatoes, barrels of flour and apples and sacks of sugar for the winter season, because better distribution facilities prompt smaller purchases and fresher supplies. To my mind, however, there is a happy medium of buying which could be encouraged with profit to the manufacturer and the consumer. Even in these difficult times, I believe that most wage earners are paid not more frequently than once a week. It is, therefore, no hardship to buy a week's supply, especially if by so doing one can save money.

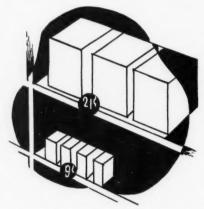
Certain commodities the average family with children uses continually. Canned milk; standby soups (tomato, vegetable and chicken); favorite soaps (laundry and hand); soap chips, flakes or washing powders; gelatine, pineapple, and some canned vegetables, especially tomatoes, corn and peas, as well as certain dentifrices, toilet requirements, standard drugs and first-aid needs, are adapted to these proposed economies. \*Secretary, Robert Gair Company, Inc.

To demonstrate the possible saving to the consumer, I purchased recently a number of articles in nickel and dime packages, and give in an accompanying table a comparison of value received in these tiny packages with standard sizes of the same brands. All articles were well-known advertised brands.

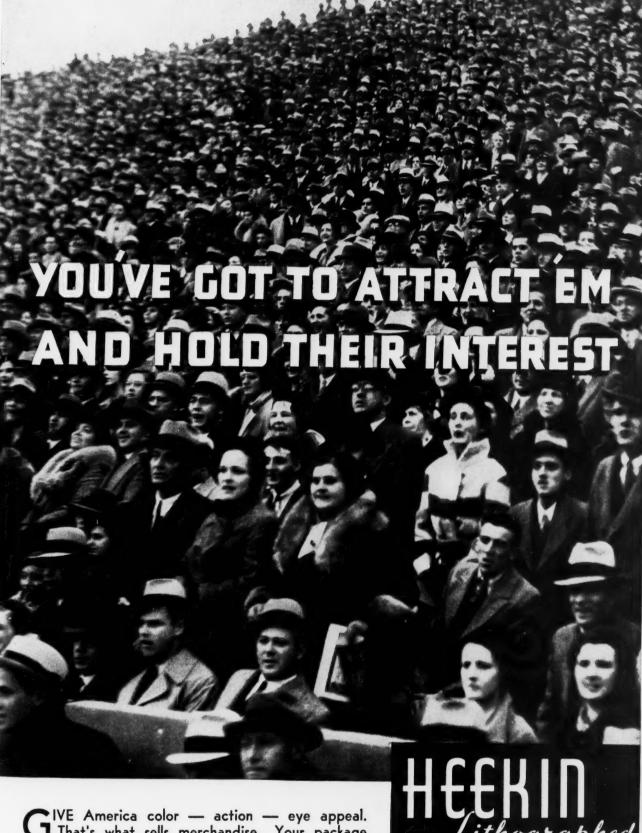
COMPARISON OF PRICES—LARGE AND SMALL PACKAGES Prices Current, August 1936

			,	Per Cent
	Small	Packages	Larger	Packages Saving
Soap	Cost	Unit Cost	Cost	Unit Cost
Powder	9 02. @ .09	.o1 an oz.	35 OZ. @ .21	.00656 an oz. 40
Soap				
Chips	6 oz. @ .08	.013 an oz.	18 oz. @ .19	.010 an oz. 23
Flour 31	2 lb. @ .21	.004 an oz. a	241/2 lb. @ 1.15	.003 an oz. 25
Tea	2 02. @ .08	.04 an oz.	8 oz. (a) .29	.036 an oz. 10
Baking				
Powder	3 07. @ .12	.04 an oz.	12 OZ. @ .35	.029 an oz. 28
Vinegar.	1 pt. @ .10		8 pts. @ .49	.061 a pt. 39
Absorbent				1 00
Cotton.	1 02. @ .10		8 oz. @ .49	.06125 an oz. 40
Petroleum			- 10	
Jelly 13/	4 oz. @ .10	.057 an oz.	4 OZ. @ .10	.0475 an oz. 17
Sugar	1	31	1 0 3	170
	6 oz. @ .10	.00625 an 07	. 32 OZ. @ .15	.00468 an oz. 26
			8 02. @ .12	

The advantages to the manufacturer of larger unit sales are obvious. His packaging costs are decreased enormously if his product can be packaged in a larger unit; the number of motions in his merchandising scheme are reduced. He has a far greater opportunity to establish his brand in the house because of the better trial it has through more extended use. Is it not reasonable, therefore, to believe that with proper advertising, many of the products we have mentioned, which are in constant demand and which, by their moderate bulk, are adapted to sale in larger units, could be sold in these larger units at equal profit to the manufacturer and a saving to the user, or in units of six or twelve at a reduced price?



Several progressive beverage manufacturers have capitalized on this thought—one with a hostess package of twelve bottles and others with satchel-like carriers for units of three, six and twelve. A manufacturer of one of the most popular hand soaps has for years put out a package containing five (Continued on page 107)



GIVE America color — action — eye appeal. That's what sells merchandise. Your package must attract attention — hold the eye — give confidence in the product. Heekin Lithographed Cans with harmonized colors are distinctive. That's what is needed.

THE HEEKIN CAN COMPANY, CINCINNATI, O.

HttKIII

Lithographed

CANS

MARMONIZED COLORS

#### Plastic boxes from stock molds

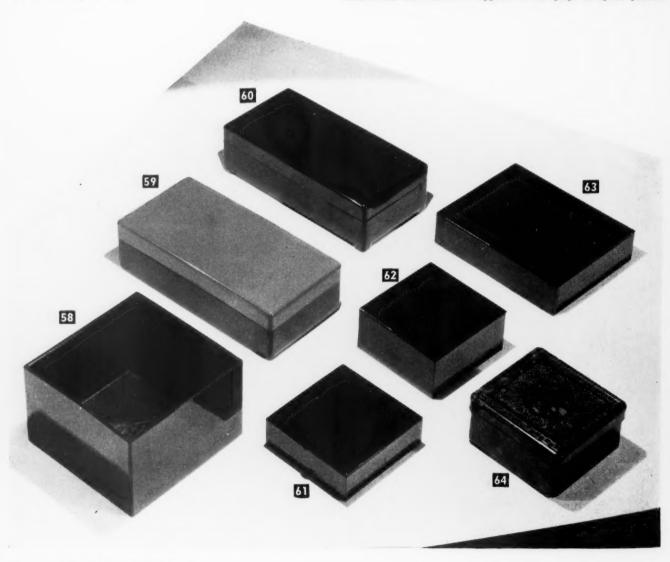
#### SHEET EIGHT

Here is a group of boxes which are attractive in themselves even before they are used for packaging. Manufacturers sometimes avoid plastic boxes because of mold costs, but this collection of varied types is available without original mold costs and has extensive re-use value. Be sure to mention sheet and item number when writing for samples and quotations

- 58. Plain box without cover; 25% in. high and 41% in. square
- 59. Lift-off cover, feet;  $61/_2$  in. long,  $33/_{16}$  in. wide; depth  $11/_4$  in., overall height  $15/_8$  inches
- 60. Box elevated by 1/4 in. feet, hinged cover; 63/8 in. long, 31/8 in. wide, 11/4 in. inside depth, 13/4 in. overall height
- 61. Square box 3 in. by 3 in.,  $^{13}\!\!/_{16}$  in. deep inside, overall height 1 inch

- 62. Square box 3 in. by 3 in., thumb lift, overall height  $1\frac{1}{2}$  inches
- 63. Slightly raised cover decoration; thumb lift, feet, hinge cover,  $4\frac{3}{4}$  in. wide by 5 in. long, 1 in. deep
- 64. Decorated lift-off cover on box  $3\frac{3}{16}$  in. long,  $2^{15}/_{16}$  in. wide; depth  $1\frac{1}{2}$  inches

Address all inquiries to Plastic Box Department, Modern Packaging, 425 Fourth Avenue, N. Y. C. All molders are invited to send sample boxes from stock molds to appear on this page as space permits





ON'T let moisture, grease and dirt, cracking, scratching, and wear and tear handicap your product in handling on dealers' shelves.

ZAPON lacquer will protect your label, wrap, carton or package besides bringing out its full color values and imparting a lasting appearance of beauty and freshness.

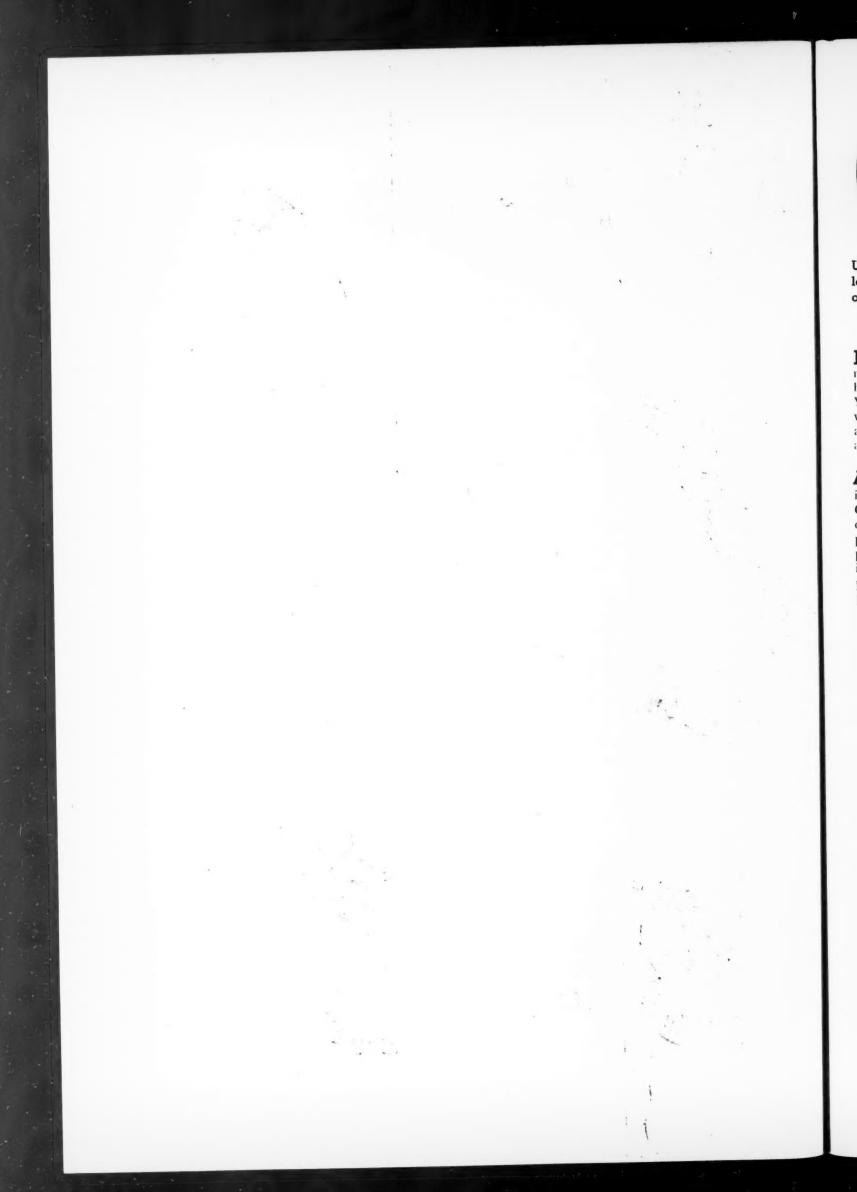
Our research laboratories in either Stamford, Conn. or North Chicago, III. will be glad to work with your staff on the use of lacquers.



Eastern Sales: ZAPON DIVISION Atlas Powder Company Stamford, Conn Western Sales: MAPON-BREVOLITE DIVISION Atlas Powder Company North Chicago, III.







### FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

DEMONSTRATING models made in wood, plastics, rubber and other materials are designed and produced by Stricker-Brunhuber Corporation, 19 W. 24 St., New York. This company makes models that are designed with full consideration of the best mailing practice and also has facilities for making single cavity molds and conducting experimental work.

AN INSTRUCTIVE 24-page booklet entitled "Molding with Lumarith" has just been issued by Celluloid Corporation, 10 E. 40th St., New York. This booklet describes a new and important development in the plastic field, namely, injection molding with thermoplastic materials. This process is similar to the die casting method of metals. Through a rapid cycle of production, many colorful and intricate objects are produced at low cost.

**E**NCOURAGING the use of photo offset lithography for sales manuals, folders, booklets, circulars, display cards, etc. is a broadside folder issued by Polygraphic Company of America, Inc., 310 E. 45 St., New York. This gives an excellent idea of the reproduction possibilities of the process and also indicates the manner in which it may be applied to such mediums.

**F**INISHES as they may be applied to aluminum in its various fabricated forms are described in a 60-page booklet recently issued by Aluminum Company of America, Pittsburgh, Pa. These finishes are divided as follows: mechanical, chemical dip, electrolytic oxide, electroplating, paint, lacquer and enamel finishes. Their properties and how they are applied are described and illustrated.

JUST ISSUED by the U. S. Bottlers Machinery Company, 4015 N. Rockwell St., Chicago, Ill., is a 12-page bulletin illustrating and describing fully the construction and operation of the company's automatic rotary fillers, showing their adaptability to the handling of products of different characteristics, and wide range of the various sizes and shapes of containers handled on these machines. The most interesting part in the development of this brochure is the build-up of claims of performance by visual evidence. Over forty reproductions of well known and nationally advertised products filled on these machines are shown, also pictures

of installations actually in operation at various plants. A double page spread shows a heroic sized picture of the Model C-30, so its details may be studied. Enlarged pictures of various operating parts are shown, as well as floor plans and tables containing needed specification data on the different models. The wide distribution and use of these fillers throughout the world is geographically illustrated and explained. On the back page appear reproductions of many testimonial letters from users of these machines.

CHICAGO STEEL & WIRE CO., 103rd St. and Torrence Ave., Chicago, Ill., recently issued an 8-page folder descriptive of its "Super-Stitch" boxmakers wire. This is the name given to the company's latest development in stitching wire, which is made in coppered, galvanized and tinned finishes, and which is claimed to possess added uniformity of temper, accuracy of gauge and smoothness of finish.

ANOTHER BROADSIDE has been sent out by the American Can Company to the brewers, showing the four color advertisement of beer in cans trademarked Keglined. The broadside reproduces an advertisement, featuring uses of beer with various food combinations. It also shows the area covered by the three-way advertising program of American Can Company, embracing American Weekly, 156 daily newspapers and the 54-station radio broadcast—all together the largest advertising campaign ever placed behind a beer container.

"GUIDING the Eating Habits of 125,000,000 People" is the title of a new book, issued by American Can Company, now being mailed to every canner in the country. Strikingly illustrated this volume unfolds the story of Canco's work in the medical field-the research, food studies, and dissemination of accurate scientific information to those medical, dental and other authorities who are in a position to influence the eating habits of every man, woman and child in the United States. This campaign enables these authorities to make use of up to date scientific information as soon as released by Canco's Research Laboratories-the largest of their kind in the world. It helps them toward a greater understanding of canned foods which, in turn, is manifested in a greater appreciation of canned food values by the consuming public.

INCLUDED on the list of those places which are interesting to visit should be the Metals and Minerals Show on the third floor of the International Building, Rockefeller Center, New York. This exhibit is open every week-day from 10 A. M. to 6 P. M. except Saturday when the closing hour is 3 P. M. Admission is free. Among the exhibits included are the following: A group of iron and steel exhibits from the John M. Higgins Museum; specimens of ores and fabricated metals supplied by several industrial companies in cooperation with the American Institute of Mining and Metallurgical Engineers; a demonstration of the use of the ultra violet ray as incorporated in an invention of Herbert T. Strong, color specialist, as applied to various ores. It is understood that other exhibits will be added from time to time.

#### Letters from readers

It is impossible because of space limitations to publish all correspondence which relates to articles appearing in each month's issue. However, a selection of those which seem of greatest interest is included in this column.

#### Branding Wooden Kegs

The Editor Sir:

We were very much interested in the article entitled, "Let's Package Brandy," by Domenico Mortellito, in the July issue of Modern Packaging, due to the fact that part of the package is wood upon which there is a branded description.

You may have seen the small redwood kegs in the cigar stores, containing Briggs smoking tobacco, which are branded on the side and on the cover. We furnish the branding equipment for doing this job. We also make all kinds of electric heating devices, including electric brands and branding fixtures.

Vulcan Electric Company J. L. Brothers

Lynn, Mass. July 29, 1936

#### Correcting an Error

The Editor

In the July issue, page 26, under the title July Packaging Pageant, the next to the last paragraph reads: "Kerr's Butterscotch, Inc. is introducing a new 5-cent item in an attractive folding carton. Twelve cartons are packed in the counter display and two display containers are enclosed in an outer protective box making a sales unit of twenty-four packages. Designed and produced by Brooks Bank Note Company." At the top of the next page, there is a picture of this unit. The twelve small tuck-end cartons were manufactured by the Brooks Bank Note Company but the container which holds them is of a special patented tilt back construction for which we hold a license and was manufactured by us and has never been made by anyone else.

Robertson Paper Box Co. Inc. R. A. Powers, President

Montville, Conn. July 27, 1936

#### Foil Labels on Paint Cans

The Editor

Apropos to the article appearing in the June, 1936 issue of Modern Packaging, page 63, under the heading of "Paint Packages Invade Drug Stores" by Marcy Babbitt, we refer you to an article "Painting the Paint Package" which you will find in the June 29 issue of the American Paint Journal.

We take particular pride in the fact that we entirely produced and printed the foil labels as used by the Aulcraft Paints Limited of Toronto, samples of which we enclose for your inspection. As it is your funda-



mental object to promote and introduce distinctive packaging material, the foregoing information may be of some value to you.

Canada Foils Limited
L. F. Bramscher, Export Department

Toronto, Canada July 8, 1936

These labels—in red, yellow and blue on a gold foil background—are excellent examples of printing on foil. The designs are shown in the accompanying illustration.—Editor

#### Foil, Printed and Mounted

The Editor

As a subscriber of Modern Packaging we have read with interest the article which appeared in the May 1936 issue, page 100, entitled "Is the Cigarette Industry Going Rip Van Winkle?" We are a leading manufacturer of aluminum foil in Europe and we think that it might be of interest to you to know that we have a few customers who use printed aluminum foil in combination with paper for the packing of tobacco. We are attaching a few samples of printed foil, gauge .0004 in., embossed, cement mounted on 90-lb. tar paper.

Should you believe that this fact will be a step forward in inducing cigarette and tobacco manufacturers to modernize their packaging, we shall gladly authorize you to use our name in this connection in one of the coming issues of the MODERN PACKAGING.

Aluminumwerke A.-G. Rorschach

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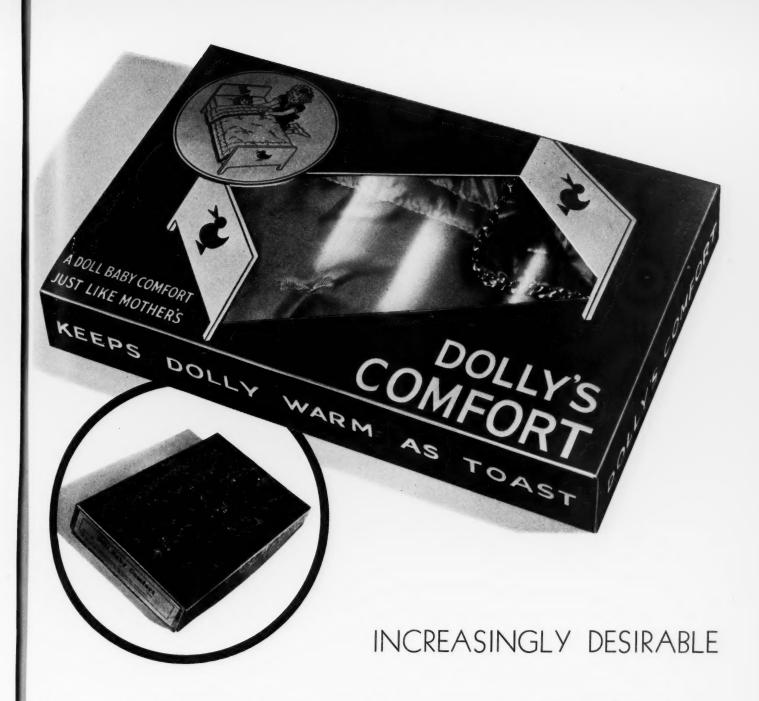
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Rorschach, Switzerland June 23, 1936

The samples referred to are available, as long as they last, to readers who request same.—Editor



When a package is designed so that consumers stop and examine the product—arousing their desire for its possession and use—it has accomplished its true purpose as an effective merchandising tool.

Note how effectively RTG package designers have made the DOLLY'S COMFORT, for the C. W. Maish Bedding Division—Biltmore Mfg. Company, increasingly desirable to consumers. The product has been taken out of its old container, placed in a fresh, attractive carton where it may be seen and examined, to the end that increasing sales are being made on first sight.

May we help you make your products increasingly desirable thru better cartons?

#### THE RICHARDSON-TAYLOR-GLOBE CORPORATION

CREATORS, DESIGNERS AND MANUFACTURERS OF DISTINCTIVE FOLDING CARTONS
4508 WEST MITCHELL AVENUE • WINTON PLACE • CINCINNATI, OHIO

## Plants and personalities

**Kelson Products** has moved its plant and general offices to 1015 South Sixth St., St. Clair, Mich. (telephone St. Clair 210).

Elmer K. Mααs, district sales manager of the suit box department of The Gardner-Richardson Company, sailed on the S.S. President Harrison on Sept. 17 for a 3½ months trip around the world. Mr. Maas' trip is in the nature of a much-needed vacation, after a strenuous, although satisfactory business year.

Paul L. Houston, vice-president of The Marvellum Company, Holyoke, Mass., recently returned from an extensive business trip throughout Canada. He visited the Canadian National Exhibition in Toronto, in which The Marvellum Company, jointly with its Canadian distributors, E. H. Wilkinson & Co., Ltd., had an attractive display. The Canadian sales of the company's box papers have been increasing for the past few years, due primarily to the progressiveness of the Canadian distributor.

Gair Old Timers will hold their fourth annual gettogether dinner at the Hotel New Yorker on Oct. 17, 1936, at 7 P.M. Three years ago a permanent organization was formed known as the "Gair Old Timers," composed of present employees who had completed ten years of service and ex-Gair men who had completed five years service or more with the Robert Gair Company. The membership at the present time is 408.

Jack M. Cross has resigned his position as sales manager of Pulp Products Company of New York and will shortly announce his new connection.

Owens-Illinois Can Company has recently leased the factory building at 6501 W. 65th St., Clearing, Ill., from the Clearing Industrial District. The building, which contains about 100,000 sq. ft. of floor space, will be equipped for the manufacture of packers cans. It is planned to place this plant in operation next year.

Owens-Illinois Can Company, a wholly-owned subsidiary of Owens-Illinois Glass Company, was organized in January, 1936, to take over the business and properties of Enterprise Can Company, McKees Rocks, Pa., and Tin Decorating Company, Baltimore, Md. Subsequently the assets and business of the St. Louis Can Company, St. Louis, Mo. were acquired.

J. T. Wright, manager of the J. L. Morrison division of the Harris Seybold Potter Company has moved his home from Niagara Falls, N. Y. to Dayton, Ohio. Mr. Wright, consulting engineer and sales executive of wide experience, formerly was president of the J. T. Wright Company of Cincinnati, Ohio. This concern, some years ago, became a unit of Harris Seybold Potter Company, at which time Mr. Wright became manager of both the Seybold and Wright sales organizations. After a short absence in other fields, Mr. Wright returned to the Harris Seybold Potter Company as manager of the Morrison organization in Niagara Falls.



Erin's scenery may be quaint but its packaging engineers are striving for their place in modern packaging construction. They employ a great variety of color in their work, although, of course, greens predominate. The packages shown are part of a group submitted by Hely's Limited and Alex Thom & Co., Ltd., in Dublin, for the International Packaging Exhibit which will be opened by the Container Corporation of America in the Graybar Building in New York this Fall. The exhibit will be open, without admission charge, to packaging designers and engineers and all persons interested in merchandising and packaging. Examples of typical packaging from all parts of the world will be shown





JUST PICTURE how these containers by Continental will always stand out on the dealers' shelves and how they will always speak quality for their products, wherever they are — as long as they live! Their beautiful colors are permanently lithographed on tin—impervious to staining, scuffing, tearing and change.









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NO DEK
WOOD PRESERVER

Profession and consciuntion against disease of disease and attend of disease of the constitution of the co



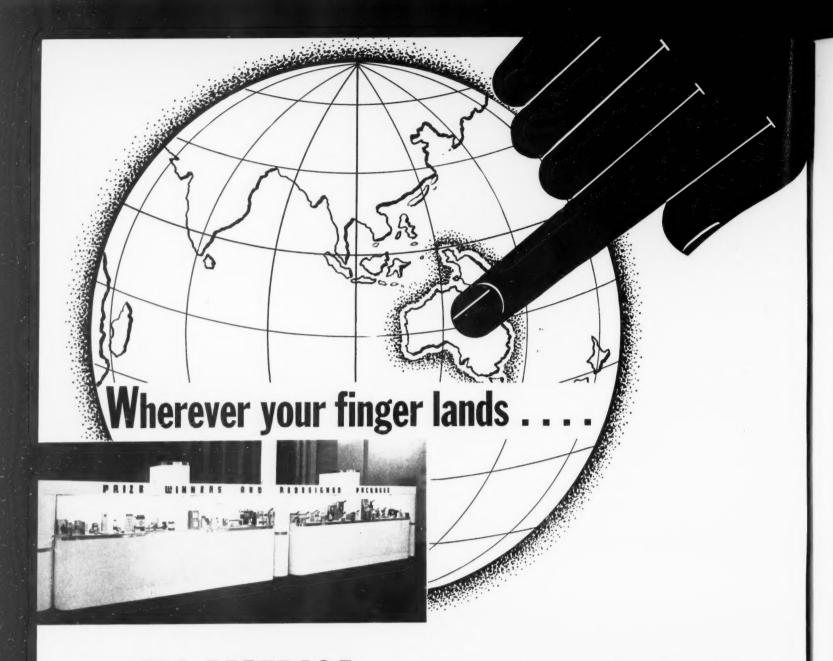
DAU-HANSEN PAINT COMPANY

entinental Can Company

EW YORK

CHICAGO

SAN FRANCISCO



### the ALL-AMERICA has made a name for itself

Each year, the interest of the public and of business men in the All-America Package Competition has increased, until we find last year's Competition reported—in featured articles—in hundreds of newspapers and general magazines and in almost every business journal in the country.

Nor is that—by any means—all. Travelling displays of the All-America Winners have toured most of the major cities of this country (by request of advertising clubs and similar organizations) and (likewise by request) travelled to the far corners of the earth—England, France, Australia.

The coming All-America Competition—for packages first marketed in 1936—will achieve even wider publicity and recognition. Thousands more will see the exhibits . . . in New York, Chicago, Detroit and West Coast Cities . . . in smaller towns and foreign ports. Millions more will read about and see pictures of the entries and prize winners. Spin the globe as you will, wherever your finger lands you'll find knowledge of the All-America . . . valuable prestige for the prize winners.

P.S. Entries will be accepted up to December 19, 1936.
There is no entry fee. Nor any other fee.

Twenty divisions of contest cover every type of pack-

age, package part, display, shipping container and machinery installation.

Write for full details and entry blank NOW!

#### ALL-AMERICA PACKAGE COMPETITION

425 FOURTH AVE.,

NEW YORK

W. H. Deisroth Co., Inc., manufacturer of set-up paper boxes, is now located in new manufacturing quarters at the southeast corner of Third and Cambria Sts., Philadelphia, having removed to this site from 713-15 Spring Garden St., as of August 10. This concern was established in the Quaker City in 1875 by William H. Deisroth, who is still president. Associated in its active management are his two sons, Clarence J. Deisroth, who is vice-president, and Walter H. Deisroth, who serves as secretary and treasurer.

W. C. Ritchie and Company has appointed Miss Evelyn Buena to its designing staff. Miss Buena is known as both a package and a product designer and will specialize in the design of packages for cosmetics and other products sold to women. Commenting on the appointment, George S. Denning, Ritchie vice-president, stated: "There is a growing realization that today's retail market is a woman's market. An exhaustive analysis just completed shows that 80 per cent of all retail purchases are made by women. This means that manufacturers who sell through retailers are going to give more and more attention to feminine tastes and preferences in package design. We believe there will be an increasing demand for the services of women designers."

Norman L. Daney, treasurer, general manager and director of the Harris Seybold Potter Company, died Sept. 12 at his residence, Shaker Heights, Ohio, after a long illness. Mr. Daney came to Cleveland from Mount Vernon, Ohio, five years ago and in 1933 was made general manager of the Harris Seybold Potter Company. His career included eight years engineering experience with the United States Steel Corporation; eighteen years with the Cooper Bessemer Corporation, Mount Vernon, Ohio. Coincident with his duties as treasurer of the Cooper-Bessemer Company, he acted as treasurer and general manager of two affiliated companies—the Chapman Engineering Company and the Chapman-Stein Furnace Company.

The Merchandising Specialties Division of the American Can Company, carrying out an expansion program begun earlier this year, announces the recent opening of local sales offices in Buffalo and Philadelphia. F. G. Jewett, assistant general manager of this division, is now located at 104 So. Michigan Ave., Chicago, Ill. T. S. Swirles, local sales manager, is in charge of the division's new offices at Room 1444, Marine Trust Building, Buffalo. L. E. McConnell, with headquarters at 2605 Girard Trust Company Building, is local sales manager in charge of the new offices at Philadelphia.

The American Can Company of Massachusetts also announces the opening of a merchandising specialties office in Boston at Room 507, Statler Office Building, with E. Avery Stevens, newly appointed New England sales manager in charge.

These offices, as well as those at New York, Chicago and San Francisco, are prepared to render complete service for those desiring metal signs, trays, display merchandisers, counter displays and other lithographed merchandising material.

As an incentive to the better understanding of paper and the development of technical skill, Harry Gould president of the Aldine Paper Company, announces the establishment of the Aldine Award for high scholastic standing in the study of printing at the Carnegie Institute of Technology. "We were prompted to create this medal and scholarship award," said Mr. Gould, "because we see a need for the development of printing education and realize its importance to the packaging and printing industries. We know that much has been done in offering excellent educational opportunities throughout the United States, yet we wanted to do something to encourage these young students and to create for them an incentive for greater accomplishment. We also wanted to let them know that we paper men have a wholehearted interest in the development of the packaging industry, just as we have in creating finer and more beautiful papers. With this thought in mind, we will hereafter annually present a cash award and a medal to the outstanding junior year student of printing at Carnegie." This year's winner of the Aldine Award is Irving A. Norgren, of Brooklyn. Formal presentation will be made when he returns to school.

At a regular meeting of the board of directors of the American Can Company held in New York City, Sept. 29, 1936, Dr. Herbert A. Baker was elected president to succeed C. E. Green, resigned. Dr. Baker was born in Harmony, Ontario, and graduated in 1906



Dr. Herbert A. Baker

from the University of Toronto. In 1910, four years after entering the employ of American Can Company, he was made the company's chief chemist. During part of the World War he served as chairman of the Tin Plate Apportionment Committee, a division of the Food Administrators at Washington. In the Spring of 1918 he became sales manager in Chicago, in which position he remained until elected vice-president in charge of sales in 1932. He has been responsible for many scientific investigations resulting in significant improvements in the canning of foods, and is a member of the Scientific Research Committee of the National Canner's Association.

Consolidated Paper Company, Monroe, Mich., has just made the first shipment (Continued on page 101)

#### British Firm Adopts New Motor Oil Container

At the last Motor Show in London, England, during October, 1935, much interest was shown in automobile lubricating oils packaged in paper containers under the brand name of Royal Snowdrift. Messrs. Snowdon, Sons and Co., Ltd., have been well-known for their Royal Snowdrift lubricating oils for years, but put these up in the usual type of tin containers until quite recently. It is only during the past few months that they have broken fresh ground by commencing to use the patent carton containers, one size of which is illustrated, made by the Gee Manufacturing Company, Ltd., of Liverpool, England.

These paper containers are of one-pint and one-quart sizes. The appearance of the interior of the container presents no difference to the eye when compared with that of ordinary cartons of the same type. However, it is chemically treated to render it entirely non-absorbent. The containers, in shape a truncated cone, are fitted with a tin top and base. The one-pint size is a handy



without breaking the lead or injuring it in any way. The containers are delivered by the manufacturers with the base detached and the top in place, and the oil is packed in reverse fashion. After filling, they are placed on a machine and the base, smeared at the rim with a fixative, put in position. The machine then

clamps the base firmly into place and the package is complete and ready to go to the shipping department after being labelled for grade.

So far, Snowdon's have had only brief experience with this new package, commercial production commencing early in the year and only about 10,000 containers having been handled so far. Nevertheless, the company is enthusiastic about its possibilities. The advantages of this form of package are obvious from the packer's point of view, while it must commend itself to dealers and users. The great advantage to the packer is the saving in cost, which is said to be at least 25 per cent when compared with packing in the ordinary type of screw-topped can. Then, from their shape, the containers are much easier to fill, it being a simpler job to get a heavy oil in through the broad base of a cone than through the comparatively narrow neck of a bottle or screw-capped can. Also, it does not permit of brand substitution, for the container is of no commercial use again when once opened.

In the building up of consumer goodwill the dealer will also find this package advantageous. Owing to the cheapening of container cost, he can get better quality oil for the same money and can afford to sell a good brand at a price equivalent to what he would have otherwise to charge for an inferior unbranded product with no reputation back of it, and a poor performance value. As for the motorist, he should be pleased to have a handy container from which the oil will run freely without any airlock and which will give him the chance of freeing himself from the conglomeration of non-returnable cans and bottles which appear to have nothing but a nuisance value. He should welcome the idea of being able to burn the useless empty cartons.

Of interest, too, is a method which has been used in packing the containers for transportation. Obviously, cartons will not resist much pressure or chafing and therefore these containers must be packed so that they cannot move. For this purpose a stout fibreboard box with lid attached, large enough to take twelve of the oil cartons, is employed. The latter are placed in the box in rows of three, alternate rows being reversed. To hold them in position, two stiff fibreboard sheets are used, cut out in the style of egg box fillers, but, of course, with alternate rows of circular holes large enough to fit snugly over the oil cartons about a couple of inches from the top or from the bottom as requisite. The lid of the box comes down firmly and exactly on the respective tops or bottoms of the oil containers and these are thus held tightly in place and travel without damage.

#### Development of Duo-Seal Bags

It has been recognized in the trade for several years that the standard bag construction does not avail itself of the full siftproof or moistureproof benefits of the transparent cellulose film itself. The mechanical problems involved to obtain Duo-Seal are truly intricate, and The Munson Bag Company has accomplished this in conjunction with its regular bag operation and the company is proud to champion Duo-Seal as the outstanding development in the transparent bag industry up to the present time.

#### Plants and Personalities

(Continued from page 99) of manufactured goods to leave via water from Monroe's new port. The shipment consisted of 250 tons of test liner and straw paper for shipment to Green Bay, Wis., to be used in the manufacture of corrugated boxboard. The shipment was loaded at the Consolidated docks adjoining the turning basin in the new harbor in S.S. Cleatus Schneider.

The packaging machinery business of the **Franklin** Steel Works, Joliet, Ill., has been purchased by **Pneumatic Scale Corporation**, Ltd. and will be continued by the latter company at Norfolk Downs, Mass. Henry Lee Hanson, formerly of Franklin Steel Works, is now associated with Pneumatic Scale Corporation.

National Process Company has announced the promotion of Archie J. Fay to the position of sales manager in charge of sales in New York, New Jersey, New England, Pennsylvania and Ohio. Mr. Fay has been associated with National Process Company for twelve years and has served as assistant sales manager.

"The Phoenix Flame," house publication of Phoenix Metal Cap Co., has again been selected as one of the "Direct Mail Leaders" of the year. The contest for this honor precedes the annual convention of the Direct Mail Advertising Association. Following the convention, a traveling exhibit of the "Direct Mail Leaders" will be shown in many important cities throughout the United States and Canada. The Phoenix Flame, which has won this honor for the third successive year, is mailed without charge to users and prospective users of metal caps.

Martin Ullman was included among the speakers at the Boston Conference on Distribution held at the Hotel Statler, Boston, Sept. 28 and 29. Mr. Ullman spoke on the subject "Modern Packaging and Merchandising Fundamentals" and showed several packages from a collection which he made during a recent three-months trip in Europe. Mr. Ullman pointed out that in designing a package thorough consideration must be given to the following: 1. Cost of the package in relation to the contents. 2. Ease and convenience in handling the package at the filling source. 3. Display value of a package in attracting the consumer's interest. 4. Design the package to enable the consumer to use it with ease, convenience and economy.

The annual convention of the **Packaging Machinery Manufacturers Institute, Inc.** will be held Nov. 11 and 12 at the Edgewater Beach Hotel, Chicago. "Sales Problems and Policies of the Industry" has been selected as the subject of a program for the two day conference and it is planned to include in this symposium the various sales problems, selling methods, policies and practices of the industry as being of timely and pertinent interest to the members of the industry as a whole. Members of the Institute are planning to bring as many of their company representatives as can attend, to participate in this clinic discussion.

The committee on program and arrangements appointed by the directors is as follows: H. Kirke Becker, Peters Machinery Company, chairman; Charles L. Barr,

F. B. Redington Company; Morehead Patterson, American Machine and Foundry Company, and Roger L. Putnam, Package Machinery Company. The annual banquet, to which members have been asked to bring their friends, will be held at the Edgewater Beach Hotel on Thursday evening, Nov. 12.

Packaging Day was held by the Advertising Club of Kansas City (Mo.) on Oct. 5. The guest speaker, Robert E. Davis, sales manager of the Carton Division of Burd & Fletcher Co., Kansas City, spoke on "Greater Sales Through Proper Packaging." The winning packages of the 1935 All-America Package Competition were on display.

**J. D. Malcolmson,** of Robert Gair Co., Inc., has been appointed by the United States Bureau of Standards, Department of Agriculture, chairman of the Simplified Practice Committee to standardize boxboard calipers.

ISSUED BY Reynolds Metals Company is its latest Embossed Unifoil sample book. Section 3 contains an assortment of entirely new designs including the following patterns: Moire, deep-embossed Unifoil, Duotone and Starburst. Additional samples, work sheets, or information may be obtained from Information Service, Reynolds Metals Company, Inc., 19 Rector Street, New York, N. Y.

#### Packaging in America's Largest Store

(Continued from page 52) boards or autumn sunsets. Probably no single line of fine groceries is so well known in New York as the familiar reddish-brown surface of the typical "Lily White" tin with its small neat panel containing a clear type description of the contents. This family label, in the case of canned fruits and vegetables is now in a process of adaptation to add a designating picture of the fruit or vegetable, to facilitate identification for cooks who have not yet learned to read English.

Pure visibility has not been lost sight of. And it is an interesting fact that when the plain, simple packages are placed on a shelf loaded with miscellaneous and flamboyant other canned goods of equal size, the very simplicity and purity of design of the Macy package enhances its visibility. Emerson once said "What you are proclaims itself so loudly I cannot hear what you say," and the standard Macy grocery package achieves a directness of communication with the eye of the consumer which cuts straight through the glamour of dizzy and over-colored competing labels.

Simplicity makes always for economy. The principle of thrifty simplicity is carried to actual forms and materials of which the containers are fabricated. Many, of course, follow the classic lines. But wherever it is possible, by lightening a material to save money for the consumer, that is done. The strength of the material need be only great enough to protect the contents until they are exhausted in use. Bizarre shapes, "novelties," are avoided as carrying no real consumer service, and as adding to expense. When it is possible to shape a package containing slippery material to conform to the shape of the hand, that is done. No pack-

age is created which is topheavy or which will not fit the average sizes of the average shelves in the average homes. Common sense decides.

Orders are placed for packages for varying intervals ahead according to the market for the article and according to the state of prices in the packaging field. When a package is expiring, it automatically comes to the buyer's attention for the possibility of review and improvement. Changing requirements in packaging laws bring about a certain steady, constant, minor revision. Macy's own sizes and types of canned vegetables total 86; it has 31 different teas of its own choice and blending; 17 marmalades, 129 sizes of tinned or glassed fruits; 11 coffees-and so on. These figures are a mere handful to imply the variety of appetite which Macy's excites. In its cheese department alone there are over 150 different varieties of cheese. The vast majority of these are packaged by manufacturers. But the private Macy label cheeses are by no means absent and each represents its own packaging problem.

In groceries and drugs there is even greater variety. Macy's drug and toilet goods store is the largest independent drug store in America. It is based on the proven principle that first-rate drug and toilet preparations can be made under scientific conditions with expert technique, to strict formulae of first quality ingredients and subject to the rigid tests of Macy's Bureau of Standards-and still can sell at prices so low as to insure wide saving to the consumer. Over 600 of these preparations bear Macy's own mark and are individually and separately packaged. From first to last they are made to the axiom that a cheap preparation is no bargain at any price; to the pledge that the natural economies of the cash method of doing business enables the retailer to pass on to the consumer savings to which the consumer is entitled.

A special staff of 315 trained people is concentrated on that procedure. The drug and toilet preparations activities require 55,300 sq. ft. of selling space, reserve space and laboratory. The department attracts some 14,000 customers a day, brings in over 2,000 mail orders a day and keeps more than 30 telephone wires humming steadily taking orders.

The dominating trademark in the drugs and cosmetics is the simple name "Macy's." The familiar family label of this line is a simple, roughly circular panel, bordered with type scrolls and a finishing line in color. The size and type of this simple two-color label varies only with the requirement of the individual package. Probably no line of drugs and cosmetics so consistently adheres to a single form of label and certainly there is no better example of the wide elasticity and appropriateness of a single simple trade mark device. It is applied with equal appropriateness to face powder boxes, lotion bottles, cold cream jars, tins and tubes, tissue cartons, manicure and pedicure packages and eye preparations; it is applied with equal excellence to rubbing alcohol and iodine, nursery powder, soap cakes, adhesive plaster tins, bandage cartons, tooth paste tubes, tooth brush cartons, pill bottles, psyllium seed cans and nasal atomizers.

In general, throughout the drug collection, a characteristic "family" color has been followed. A pleasant blue-green of the robin's egg blue shade. The motive involving the adoption of a standard color was that it would harmonize agreeably and self-effacingly with any

color of bathroom and medicine closet or dressing table and that it looked appropriate in its clean freshness to a line of products of exceptional quality and purity.

In the cosmetic group, a certain latitude has been exercised to make the package better fit the "mood" of the particular article. A number of the daintier cosmetic preparations are dressed in white jars and boxes, and the characteristic green note is used merely as an echo on the border of the label. In cases of bottles containing colored liquids, the color chosen for the border of the family label has been harmonized to the liquid. In the field of bandaging and adhesive tapes, the label has been superimposed upon the dark blue characteristic of all other merchandise in that field.

Two special exceptions, distinct from the rest, are notable. First is Macy's own collection of exceptional high-grade beauty preparations known as "Chantrey." In this group, which is the equal in quality of the best known of national beauty lines (Arden, Gray, Rubenstein) Macy's took a completely distinct point of attack in packaging and evolved a special mark showing two Greek masks in profile; this mark is applied to all "Chantrey" products. The "Chantrey" line has been the subject of much favorable comment; has won several awards for excellence in package design. It is interesting to note that at a package competition held by the Parsons School two years ago, the school was divided into four classes and each class was given a family of related packages to design under imaginary names. The winning package design was so close to the "Chantrey" packages already long on the market, as to be first cousin.

The second exception is a group of toilet preparations for men—notably shaving soaps, creams and razor blades. A design scheme was evolved for these packages using a simple plaid motif. The packages have a clean, masculine appearance and are set apart from the distinctly feminine preparations. A de luxe line of toilet articles for men, under the name "Saybrooke" is packaged again in a style distinct from the rest and rank with the most exclusive to be found anywhere in the world. The design motif of this group is the head of a unicorn and the name of each article has been made an intrinsic part of the design.

Macy's retail wine and liquor store is one of the largest in America. It isn't generally known that Macy's had purveyed fine wines and liquors to exclusive New York homes for more than thirty years before Prohibition. Over this period of time it had established more intimate, direct purchasing relationships with the best European, Canadian and American sources of fine wines and liquors and had built up a considerable equity for the store's own brands.

The dry era, however, wrought certain changes in popular taste concerning labels and bottles. When Repeal arrived, Macy's was confronted with the problem of designing entire new families of special labels for its wines and liquors. A wide variety of treatments resulted, most of them distinctly pleasing. Motivated again by economy, Macy's refused to be lured into the expense of trick bottles, trick metallic seals and multicolored printing. Here again, good taste and simplicity were asked to carry the burden. In almost every instance, the designs for new labels were made in the store and were forwarded to various countries of

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origin of the wines and liquors for printing. The characteristic "Marceau" mark is a lateral tri-color scheme -red, white and blue, of course, for France-with a coronet carried over from the "Marceau" label which had preceded Prohibition. The "York House" family was designed to reflect a decidedly English feeling; English 18th Century lettering was used throughout; borders and illustrations were derived from English tradesmen's cards of the 18th Century. In the "Red Star" family considerable latitude was exercised to produced labels distinctive from competition, containing high shelf value and somewhat related to the mood of competitive packages. Throughout the entire collection of wine and liquor packages and labels there runs a note of high quality for it is upon this intrinsic quality that the success of the store's entire wine and liquor business is based.

In Macy's manifold household supplies, a blue and white tile scheme with a simple panel for the name of the article was designed. It is simple and fresh in the extreme and can best be described by saying that it looks as though it belonged in a bright, fresh kitchen, or kitchen pantry or pantry cupboard or broom closet. It has been copied many times by other stores

in slightly different colors.

In the fields of stationery, camera supplies and sporting goods, no attempt has been made to relate the articles in other departments so far as the package design is concerned. Packages are uniformly simple, clean and contain considerable elegance. There are no frills, no unnecessarily expensive strength is built into any of the packages; the guiding principle here, as in other groups of merchandise, is that the package must simply be strong enough to serve through delivery or use-life of the product. The customer is offered no inducement to purchase a Macy article merely because it is packed inside a device which can later be used as a box, a parlor lamp or a grand piano.

#### We Look at Toy Packaging

(Continued from page 60) ing the change and excelled each other in the changes they made. It can fairly be claimed, today, that toys, in these wholesale rooms, are among the best displayed items in all the industry."

Thus, in the views of a man whose position keeps him in touch with developments while helping him towards a broader viewpoint than that of the average manufacturer, it can be expected that toy makers will turn—in greater numbers—towards better design, better and more ample display and sounder merchandising, within the next few years. An examination of what those in the lead of this movement have already achieved may thus serve to point the way for others. And, at the same time, point the way for designers, suppliers and package manufacturers who would better cultivate this market as it opens up.

One particularly thoughtful, and withal successful job, both as regards packages and displays, is that achieved by the Strombeck-Becker Manufacturing Company. This firm manufactures a line of locomotive model-making sets, retailing at the low unit cost of twenty cents. Hence its achievements, in view of the cost limitations placed upon both packages and dis-

plays, are truly noteworthy.

# Modern CONTAINERS for Modern MERCHANDISE



## Hycoloid

VIALS • TUBES • JARS • SPECIALTIES

For Modern appeal, you want Hycoloid containers. They will sell—and they won't break! They eliminate bulk and weight, and supply color, and convenience-in-use. Beautifully labeled in the manufacturing process, they are ready to fill and pack. They are the best pocket-or-purse, or household container that money can buy or ingenuity devise; at a price you can afford to pay! Send for samples!

### HYGIENIC TUBE & CONTAINER COMPANY 42 AVENUE L, NEWARK, N. J.



Its original package, a three-color folding carton in black, red and silver, featured on its face that particular model contained within and a sketch of father and son assembling the model. Insofar as it went, it was a presentable package, far above most in its range of price. Yet it failed to give ample detail to the advertisement of other models in the line-advertising which might be expected to be particularly productive of results, since model fans are seldom satisfied with a single model and since the price was low enough to permit of repeated purchases by any single enthusiast. The new package, therefore, as designed by the Howard H. Monk Company, advertising counselors for the manufacturer, features the entire series of six models, identifying the model within each particular package by means of an imprint in its center panel and showing all six in reverse line drawings about this central feature. The imprinting method lowered the plate and production costs and unified the entire line while serving to enlarge the size of each sale from one unit to several to induce a greater re-sale.

Displays, made by the silk screen process which is distinctly economical when comparatively small runs are to be made, consist of three sections. The central panel carries a reproduction of the central oval of the package and a step on which is mounted one of the models, in position within the oval. Below this is another step for a second model. End sections, which can be used or discarded as space permits, are of the two-step type, with the different models seated just above advertising slogans explaining the ease with which "Anyone may be a model builder" and the authenticity and completeness of each model. In use, these displays have achieved a wide acceptance by department stores, some of them having lined up an impressive mass display. A three section unit—the best for most department store display conditions-measures fortyeight inches in length, with the center panel having a height of fifteen inches and the side panels a height of just under thirteen inches.

For chain stores, where space limitations require condensation of display elements, a single unit has been found most successful. This, in the same yellow, red and black silk screening, uses the oval of the package to focus attention about the line drawings of the entire line, and a single step to mount any one of the models. It is worthy of note that neither the package nor the displays are expensive to produce, in spite of the high quality of their execution and design.

This factor of low cost-as a prime necessity-has likewise not hampered the results achieved by many other firms, as may be seen by reference to the accompanying illustrations. Noteworthy is the use of the folding carton, with a die-cut, fold-back display top, as used for aluminum toys and the aluminum cooky-press. Another method of achieving a studied effect at low cost is seen in the Magic Blackboard box, in which a full color panel of explanatory illustration is labeled onto a plain paper-covered set-up box. The Stanlo line of mechanical-assembly toys, made by the Stanley Works, uses a standard type of design for the various sizes and prices of sets-a design which features, in each illustration, the characteristics of the construction equipment and thus both attracts the eye while explaining the use of the materials within. The sewing box,

next to the Stanlo set, is distinguished by the die-cut windows which, while part of the all-over doll's house design—and the box is re-usable as such—serve to show a major part of the items contained in the set. The use of inexpensive yet colorful cartons is typified by the packages ranged along the bottom of this illustration. The roller skate box, sponsored by the Globe-Union Manufacturing Company and made by the Badger Carton Company, makes admirable use of the white carton board as background for color and is truly unusual in this particular section of the toy field, where packages, as such, are usually of the poorest type both in design and execution.

Particularly noteworthy are the crayon boxes in the lower left corner of this illustration, in which inexpensive cartons have been ingeniously designed so as to show the colors and quantity of the merchandise while incorporating them as essential elements of the design.

In the display end of the field, where progress has been least notable, two other displays are worthy of mention in addition to those of the Strombeck-Becker toys. One uses a die-cut, easel-set reproduction of a stylized Christmas tree to feature the Diamond-ray Jeweled Icicles of the Superior Metal Products Company. The icicles are suspended in a set-back box and lighted by a small Christmas tree bulb set just below the box, while a carton of the icicles, as prepared for sale, is hung from the display at an angle just below. The second display, used by the Roy Toy Manufacturing Company, consists of a stage and background for this firm's construction set derrick, showing it in action, lifting a heavy girder. This effect is achieved, inexpensively once again, by die-cutting the girder from a sidewall of the background and thus gaining a three-dimensional action effect. The hook of the derrick fits into a hole die-cut at the point of illustration of the chain set around the girder.

Five additional illustrations of the possibility of achieving effective and even distinguished packages, in spite of cost limitations and the possibilty of short runs, are seen in the packages of the Model Builder's Guild, containing sets of parts for boat and airplane models. In this field, it is extremely difficult to foretell, in advance of the sales season, just how many of each model the manufacturer can expect to sell. Some models will be lucky to sell over a few thousand in all; others will quickly run up towards the hundred thousand mark, because of the other effectiveness of design, the publicity attendant upon the advent of the objects they reproduce (as in the case of the Normandie and Queen Mary models) or because of their peculiar and unpredictable attraction for model builders due to some mechanical trick of construction or assembly. Thus it is essential that the boxes be of the less costly, although sturdy, types and also that they be definitely attractive and "sales-provoking." In the models shown, each boxtop is, in effect, an advertising poster, extolling the virtues of the kit, tying it in with current publicity of the original and encouraging model assembly as such, and thus encouraging the sales of other sets at a later date. Particularly noteworthy is the manner in which type elements are separated from illustrations, permitting the use of either part of a layout in other sets or in sets of differing size.

The use of fancy papers, as all-over box-wraps, con-



### SINK OR SWIM?

PAPER bags and cartons made of LOTOL\*-treated stock and sealed with LOTOL\* have an unusual degree of moisture-resistance, toughness, and pliability.

LOTOL\* has proven itself not only a superior water-proofing and strengthening agent. . . . It has demonstrated its superiority as a sealing material. Unlike glue, it sets quickly, is impervious to temperature changes, and impervious to moisture. It creates a tenacious, permanent, even seal which cannot be broken without destroying the package.

If you have not yet discovered LOTOL\* for yourself, it will be advantageous to find out at once how it may be applied to the improvement of your product. Why not write to us? We can also supply all types of natural Latex.



\*LOTOL is our trade name for Latex in any form.

NAUGATUCK
DIVISION OF UNITED STATES
1790 BROADWAY



CHEMICAL
RUBBER PRODUCTS, INC.
NEW YORK, N. Y.

#### WRAPS PACKAGES

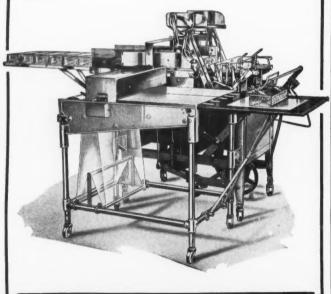
OF ALMOST ANY SIZE NEATLY—INEXPENSIVELY!



Extreme flexibility, uniformly neat packages, simple sliding adjustments, and astonishing speed are foremost features of the low-priced Miller "Economatic" Wrapping Machine.

The Miller wraps with Cellophane, Sylphrap, waxed papers, or waxed foil. It takes its power from an ordinary light socket and occupies very little floor space. A girl operator can be given complete charge.

Save on wrapping costs by writing for details today!



MILLER WRAPPING & SEALINGMACHINECO.
14 S. CLINTON STREET, CHICAGO

tinues in favor with toy manufacturers. Selchow and Righter Company are responsible for the three game sets shown: Decoy, Cargoes and Jamboree, all excellent examples of the use of simple, one-color designs applied to fancy paper backgrounds. The two marble sets, shown, use unprinted fancy paper wraps on simple set-up boxes because of the manner of their display, in open position. However, these might well be criticised for failure to identify the product as that of any particular manufacturer—a defect all too common in the toy field.

Outstanding examples of the possibilities of planned toy packaging can be seen in the illustrations of the two articles that follow. Here, and unusual indeed for this reason, branding, clever design for re-use value and display play major parts, and play them with such extreme effectiveness as to set an example for many others.

#### How a Doll "Success" Is Packaged

(Continued from page 61) that some additional fillup would be necessary to maintain and heighten interest in the Dy-Dee Baby. Manufacturers Fleischacker and Baum, in studying the situation, decided that they would be both market-wise and, psychologically, "childwise" if they combined the doll and her accessories into a group of differently priced units. This involved the preparation of packages as a means of shipping and holding together the dolls and layettes, and they therefore turned to a study of the possibilities of set-up boxes. Here, however, they found their situation differing radically from that of most packagers. The importance of the outside of the packages-as eye catchers, recognition units or displays-was much slighter than it is usually found to be in the case of general types of merchandise.

On the other hand, the re-use functions of their packages were of far greater importance than is usually the case. Children could be expected to utilize the packages as well as the product and for as long a time as the product remained in use. Parents could be expected to welcome any means of keeping the separate units—doll, diapers, bottles, powder, pillows, dresses—together in one place. Thus, as a natural consequence, the packages were planned essentially as integral parts of the unit—in short, as trunks and chests.

The line itself is extremely broad in its price range, running from a few dollars for the smaller units to as high as forty-five and fifty dollars for sets fully as complete as the layettes of the heirs to great fortunes. Thus, the kits vary in size and elaborateness from a simple set-up box slightly larger than a shoe box, equipped with a closing-catch and a handle, to large trunks—the size of an ample traveling case—boasting numerous trays and drawers, and equipped with heavy leather handles and metal catches and hinges.

Yet in all instances, whether paper, imitation cork, leatherette or other materials covered the box, the one essential of design—keeping the resemblance to a chest or trunk—was followed. In all cases, it was recognized that pictures, advertising and explanations should be kept off the outside of the box. To this end, illustrations of the doll in use were placed upon the inside covers of the boxes, a position which provided prominent display upon counters or in windows without mar-

ring the appearance of the box when serving its re-use functions. Additional information for both children and parents was contained in a little booklet, enclosed with each doll, entitled, "What every young doll mother should know."

With the wholesale season far enough advanced to judge the value of this new departure, the manufacturers found that, in contrast to their previous year's sales of approximately a million Dy-Dee units, the new combinations of doll and layette were heading for a sales of at least a million and a quarter units—and this in the third year of the doll's existence when, under ordinary circumstances, sales might have been expected to stabilize and, perhaps, fall back somewhat.

Yet increased sales were not the only advantage gained. The new units involved an advance in price of approximately fifty per cent over the figure brought by the doll and layette separately—an advance which, allowing for the comparatively high cost of the elaborate packages, provided an increase in profit for both

the manufacturer and the retailer.

Certainly parents will welcome any type of package that provides not merely a place for the keeping of the various units of a toy but also an incentive to the child to replace these units and to keep them together in ways that will develop habits of neatness and care for possessions. And, with equal certainty, children will welcome packages which-instead of being store eyecatchers, flimsy carrying cartons or useless addenda to the product itself-will prove to be an additional part of the product, fully as important as any other part. Finally, stores cannot help but welcome any package which not only makes the product's sale easier, but increases the price per unit while decreasing the number of units that must be handled to achieve a given sales volume. Hence, from every angle, toy makers can profit from the example set so successfully by the makers of the Dy-Dee Baby.

#### Why We Should Buck the Tide

(Continued from page 92) cakes of soap, sold at a price based on the package rather than on the individual cake.

Another well-known soap manufacturer discovered that the usual box of soap flakes was hardly a wash-day supply for the user of a washing machine, and put on the market a five-pound box, which, because of the larger unit, could be sold for much less per pound. The idea was sound; the package filled a definite need, money was saved for the user, and this brand of flakes increased in sales. Its success influenced other manufacturers to adopt the larger package.

And what a perfect advertising campaign the larger package idea offers to the manufacturer! He has two splendid arguments—real economy and the unexpected guest threat. He can show the consumer that he saves money, the time of numerous trips to the store, the labor of lugging staples home pound by pound, and gains the assurance that the larder will not be empty or entirely emptied every time an unexpected demand is made upon it.

I believe that in these times, when it is not only necessary but smart to be thrifty, that the buying habits of many could be changed to their own advantage.



Too often, manufacturers are prone to sacrifice the appearance of a package in deference to the quality of its contents. Such sincerity is commendable but generally overlooked by the consuming public in its search for the product with an attractive cover.

For today, the package plays an important part in merchandising. Eye-appeal at point-of-sale is half the sale. Alert merchandisers are quick to realize this factor. That is why you'll find an ever-increasing use of Lusteroid for modern, sales-making packages.

Lusteroid is smooth, lustrous and permanently attractive. It's light in weight, yet unbreakable. Lusteroid is available in colors (transparent or opaque) and with labels as an integral part of the package. Because of its ability to stimulate sales and speed up turnover, few Lusteroid packages remain on counter or shelves for any length of time.

Do not hesitate to consult us. Our experience and knowledge is at your disposal. Without obligation, of course.

### LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of
THE SILLCOCKS-MILLER COMPANY

10 PARKER AVENUE, WEST SOUTH ORANGE ● NEW JERSEY

#### Cosmetics That Sell

(Continued from page 90) will never be seen at the opera, nor will a bejeweled or filigree one be seen on the golf links.

Bath powder, too, has been dressed up in quilted satin boxes obtainable in a wide variety of colors. Zibeline, as it is called, does away with the necessity of hiding the powder in the medicine chest or on the bathroom shelves. Instead this attractive package may be displayed in full view on the dressing table blending in with its color scheme. Face powder, too, is enclosed in a white kid box, delicately tooled with gold lettering. Here is the truly luxurious product, soft to the touch, and pleasing to the eye.

The company then conceived the idea that satchet bags were too stereotyped to produce the strong appeal which they felt redesigning might stimulate. Therefore, they put the satchet powder into small, hard surfaced and silk covered balls. The shape facilitates the satchets' rolling about in the drawer and leaving a trail of delicate scent among the lingerie instead of on just a small portion. Another bag which was created was adapted for use in the closet. A corded satin ball holds the sachet powder and a ring at the top enables it to dangle from a hook or from a hanger. Dainty fringed tassels, loosely form a decorative base and the gift is utterly delightful and feminine. As an added attraction, the satchet is packed in a collapsible box which, when the cover is lifted, falls to reveal the graceful ballet dancer effect of the tassels.

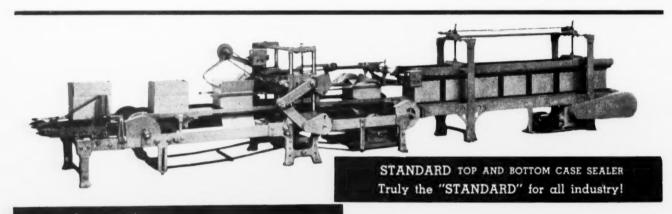
#### Boxes Have a Full Time Job

(Continued from page 84) pearances a powder box may be satisfactory, but when one actually tries to use the powder, to open the drum, it is almost impossible.

The purchaser breaks the transparent cellulose window; it is small. She tries to pull the head out. That is impossible. Carefully she cuts or tears the top of the drum to make the opening larger. The result? Powder is scattered, patience lost, an untidy box remains. She might try to break around the four outside edges to lift the head out. That is even more difficult. The cardboard head is cut to fit exactly, the paper wrap offers still further resistance.

Drums are important. Where inaccessibility occurs, convenience is lost. Women purchasers cannot approve. The major result of imperfection being the constant change from one brand of powder to another. Where trouble was encountered, women remember. Perhaps a certain box required a two-fisted operation to remove the cover. Or a drum head was torn, leaving ragged edges to catch the particles of powder, scattering them around. The purchasers recall in their minds these points when buying a new box of powder.

IN the September issue, in the article "Facts vs. Fads in Packaging" appearing on page 41, it was inadvertently stated that the metal container shown was furnished by American Can Company. This is incorrect. The container for Cross Country Motor Oil was furnished by Continental Can Company.



- 100 per cent automatic!
- Fully Adjustable!
- Size-changeovers in 60 seconds or less!
- Glue and seal case tops and bottoms at a cost of only a few cents a thousand!
- No operator—no attendants!

STANDARD CASE SEALERS

Write for Catalog

#### STANDARD-KNAPP CORPORATION

43-27 32nd PL., LONG ISLAND CITY, N. Y.

208 W. Washington St.
CHICAGO ST. LOUIS—LOS ANGELES—SEATTLE—PORTLAND, OREGON SAN FRANCISCO

108

#### New Packages, New Sales Peaks

(Continued from page 66) on a white background.

To further complete the effective display of these five-colored packages a new type of display carron has

five-colored packages, a new type of display carton has been designed. This carton matches the color scheme of the packages and shows the same lettering, illustrations and blue circles. When folded for shipment the carton forms a square-cornered rectangle that fits into a paper jacket, the entire parcel weighing about 5 lbs. 6 ozs. When used for a display, the front and top surfaces fold back to form an upright sign and reveal the individual packages. The bottom of the carton is broken into two parts, and the sides are so cut that the entire carton can be rocked back to rest on the rear bottom surface. This tilts the display at the most effec-

tive angle for counter use.

Place these cans and packages in the midst of the most colorful displays and they will attract the eye of the customer. The bull's eye effect of the blue circle, properly set off by the yellow background and darker borders, seems to invariably attract attention. Dealers realize the merchandising value of these new packages and are putting in larger and better displayed stocks than they have previously used. Even the smaller hardware dealers, who were formerly one of the company's most difficult markets, are showing an entirely new enthusiasm over the product.

In the two months that the cans have been out, orders have increased by 22 per cent. And as for the new carton containers which were first distributed this June, Mr. Schwartz stated that even before general distribution, he had received more orders than he could possibly fill with the present facilities of the Kleen

Chemical Company.

#### Country Stores, Limited

(Continued from page 58) process as made adaptable for their particular purpose.

However, one could go on for a long time and still not finish with what these young people did to make their store a great "commercial success." Their utilization of old bottles, boxes and tins and their genius for turning them into packages of extremely visible designs; their actual construction of many packages out of odd bits of material; their dramatic use of color, the appropriateness of their designs, the clearness and decorative value of their lettering; all these things made their show stand out as an exhibition which could, and in many instances did, show manufacturers and merchants ideas which they could profitably adopt.

In short it is fair to assume that these boys and girls are going to have a definite influence for good over British package design and shop decoration in the next few years.

The New York School of Display, R.C.A. Building, Rockefeller Center, New York, has announced its schedule of classes for the Fall of 1936 and the first semester of 1937. The purpose of this school is to give students a thorough understanding of the elements that make successful displays, and to assist them as far as possible in the practical manner of securing employment or improving themselves in their present positions.



These samples are printed and die cut in one operation on Chambon Rotary Multi-Color presses

For information write or call

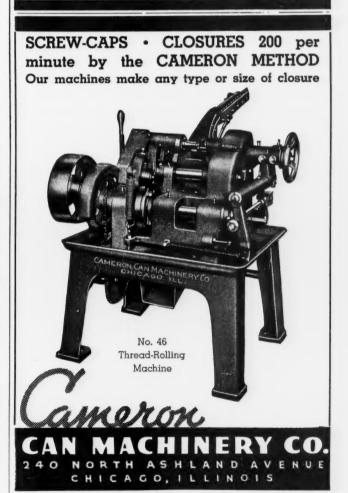
#### L. C. MACHINERY CO., Inc. 460 W. 34th St. New York City

Tel. MEd. 3-5383

American Affiliate of

L. Chambon, Paris

Chambon, Ltd., London



#### **Economy That Improved Packages**

(Continued from page 49) the identification of the log cabin with maple syrup and Vermont in general, brought added attraction and added display.

In other instances, it was desired to make the candies particularly attractive as inexpensive gifts to children, since the purity of maple candies opens this market particularly to the company's products. In one case, the standard type of package was used with a small story booklet labeled on to the cover.

The year 1933 was spent largely in developing and ironing out the various problems mentioned above and a further slight decline in sales was felt, due to the lag in production and selling efforts. In 1934 the new packages hit the market (hit is the proper word) and sales started skyward with a 48 per cent increase. 1935 brought an additional increase of 24 per cent, and the first four months of 1936 an additional 17 per cent.

The improvement in sales is credited, by the firm, primarily to the improvement in the quality of the product but "quality alone," writes Mr. Whaley, "does not begin to account for the sudden increase in sales. We know that the improved packages have played a most important part and greatly increased the consumer interest in our product without which product improvement would have been unavailing."

All of the new packages were designed by H. R. Whaley. Credit for the materials supplied goes to the following: Set-up boxes and wraps, Casco Paper Box Co.; partitions, W. J. Bradford Paper Co.; mats, Frank Sayford Co.; bonbon cups, Oldmill Paper Products Co.

#### A Hidden Advertising Campaign?

(Continued from page 48) his advertising. Two such typical instances are found in the Schaefer (6) and Ballantine (7) advertisements.

Among the users of small space the package enjoys its greatest-and least often exploited-possibilities as an advertising copy key. Four instances of the intelligent use of the package in such small space advertisements are shown. The Vicks Cough Drop advertisement uses the package as headline, illustration and signature. The Gillette advertisement is built entirely around the desire to make the consumer ask for and recognize the package and thus avoid substitutes. Here again, the copy is made to read naturally into the wording on the package itself, thus forcing the eye back onto the package before it leaves the ad. In the case of V-E-M, a distinctive feature of the package is stressed in two small illustrations which, combined with the three-word headline, constitute the major part of the ad. The smallest advertisement of all, that for Mosinee Dubltowls provides probably one of the most ingenious combinations of various ways of using the package as an advertising focus ever devised. The package, in this instance, is a corrugated case containing the product. To dramatize the slogan "A Case or a Carload", this is put on wheels and given a hand-brake. Three little bruins play around the car-package, each wording his little bit of slogancopy. The face of the package provides both the name of the product and the address of the company. In short, a single cartoon built around the picture of the package tells everything.



#### Solving Some Problems of Sampling

(Continued from page 45) into a "positioning" tray in a carton type of mailing box which serves to protect the inner package and insure its delivery to the dentist or doctor in perfect condition and appearance.

In the case of the Merck Sodium Perborate Powder and Sodium Perborate Paste sampling operations, another factor had to be considered. Particularly among dentists, the custom is for the dentist to distribute such samples to their patients. Hence, small size sample packages are supplied in half dozen lots to the dentist periodically. However, the firm is also interested in getting the dentist himself, or some member of his family, to use the product, both as a means of widening the market and as a way of arousing a more sincere and tangible form of recommendation for the samples. Thus, each sample mailing contains, in addition to the small packages, a standard size trade package for personal or office use by the dentist or physician. The outer mailers are treated with a simply-designed, onecolor printing, and space is provided for return address and mailing addresses.

In the case of the product known as Tryparsamide Merck, another problem was met. Here the aim was not to introduce a new product, or a variant of an old product as is most often the case. Rather, the intent was to introduce a new package and thus prevent disputes as to the identity of store stock which physicians might purchase. Hence, the inner flap of the mailing package was clearly labeled to read, "This is the new package of . . ." and to expose through a die-cut the name on

the label of the package within.

The standard package for Pyridium Tablets consists of a tube containing twelve tablets. However, because it was neither practical nor convenient to mail such a tube, a special form of package was developed, consisting of tablets, each individually wrapped between heat-sealed transparent cellulose sheets and held in position between two die-cut and hinged pieces of board. Thus a package was attained that could be mailed in a plain envelope, together with a letter or printed matter, yet which could withstand a rather unusual amount of rough handling.

The trade tube of the product Erythrol Tetranitrate Merck is extremely small. In this instance, the object of the mailer was principally to cushion the tube while bringing the size of the entire package up to a point where labeling and stamping would be practical and where atmosphere would be given to this rather expen-

sive preparation.

Finally, in the case of Reagent Litmus Paper, a novel closure was developed, replacing the cork formerly used. This latter sometimes offered difficulties, being rather annoying to remove from the tube. With a flip of the finger, the new closure is removed, permitting the busy laboratory technician instant access to the

paper within.

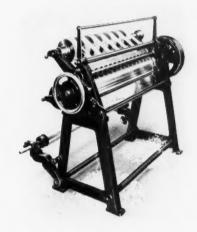
Thus it will be seen that each package meets special problems of its own, inherent to the nature of the product, the type of inner package being mailed or the aim of the particular mailing. The success which the firm has reported for the results of this policy amply support the view that the special attention and care expended on this not-directly-remunerative portion of the business is well repaid by the good-will derived.

#### SOMETHING "NEW UNDER THE SUN" AT LAST!!

—a RAZOR-BLADE Slitter and Rewinder giving a clean, "dustless" cut and beautifully polished edge in cutting "Cellophane" and other cellulose material. You know how little razor-blades cost, but on top o'that you use all 4 corners of the blade.

#### CAN YOU BEAT THAT FOR LOW MAINTENANCE COST

Ball Bearing Throughout Individual Rewind Tension adjusted without stopping Send for circular to-day



BECK Automatic Roll Sheet Cutter DEMI Sheet Cutter

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.



In making this little tablet-carrier for Carey Sol-U-Lax, specifications called for a close fit between cover and bottom to keep pocket-dust and moisture out.

Yet even the Carey Company was surprised when our engineers showed them how any cover placed on any bottom would fit so tightly as to open with a loud "pop" . . . yet so smoothly that only the slightest pull is necessary to effect opening or closing.

That's working to close tolerances . . . something we do as a matter of course at the Kurz-Kasch plant . . . a plastic giant serving an entire nation through ten regional sales offices. Phone the one nearest your plant for advice or information.

#### The KURZ-KASCH

COMPANY

NEW YORK DAYTON, CLEVELAND LOS ANGELES DET

DAYTON, OHIO

ST. LOUIS

LAND LOS ANGELES DETROIT DALLA
MILWAUKEE TORONTO, CANADA

MILWAUKEE TORONTO, CANADA
MOLDERS OF PLASTICS

## INKS

WITH A REPUTATION

originators of opaque aniline inks

- Opaque Aniline White #20682 for glassine, regular cellophane carton and paper stocks.
- Opaque Aniline Buckeye White #24881—Designed especially for moisture proof and heat-sealing cellophane.
- Opaque Aniline Yellow #21253—suitable for any type of stock.

These immediate drying OPAQUE aniline inks work clean, are free from settling, and can be used alone or with various dyestuffs.

#### CRESCENT INK & COLOR COMPANY OF PA.

PHILADELPHIA

## STUCK FOR A THOUSAND DOLLARS

. . . because the adhesive wouldn't stick!

An unusual . . . but actual case. This firm lost over a thousand dollars on material costs alone, plus invaluable time and sales . . . simply because it tried to use a good adhesive for something it had never been designed to seal.

Upaco chemists are always on the job, ready to provide you with formulæ and adhesives *specially designed for special purposes*. It doesn't pay to chance it, therefore, when a phone or wire will bring you a trouble proof solution in double quick time. Write us about your adhesive troubles.



#### Packaging at Hiram Walker's

(Continued from page 44) they are ready for casing. When the bottles were removed from the reshipping containers in the bottle distributing room, they were placed on overhead conveyors which terminate at the assembly ends of the conveyor belts where the labeling operations are performed. The finished and inspected bottles are replaced in the shipping containers onto which the various code stickers, serial numbers and other required information have been affixed. The packer's slips and waxed paper protecting sheets are then placed on top of the bottles and the cases pass on to the ten automatic case sealing machines. Inasmuch as all containers are reshipping containers, the automatic case sealers have only the top sealing operation to perform. After the cases are sealed, they are conveyed by power and gravity roller conveyors to the weighing department where each case is carefully weighed and stamped with the weight at the time of packing, after which the cases are delivered to the finished goods storage department or to waiting cars.

The assembly or bottling rooms are in keeping with the rest of the ultra-modern distillery. The huge building is of steel, brick and reinforced-concrete construction and fire-proof throughout. The rooms are finished in colored glazed tile with large windows fitted with venetian blinds. The floors are covered with rubber floor covering and highly waxed and polished. All electrical fixtures are explosion-proof Class 2, Group G and the rooms protected by automatic sprinklers. All equipment is new and arranged to give maximum performance. Besides all this, the two bottling rooms are completely air-conditioned the entire year to provide protection to the products and maximum comfort to employees and visitors. A large number of the employees are girls, and two of the requisites used by the Personnel Department in selecting these employees are neatness of dress and hair-dress. The assumption that this neatness is carried into the quality of work of packaging operations is a true one. Employees all wear colorful Hiram Walker uniforms which are regularly laundered by an outside laundry.

The resultant picture is a beautiful scene in keeping with the appearance of the rest of the plant and the extreme precautions and care taken in manufacturing the products on a strictly scientific and technically-controlled basis. Approximately 2000 visitors per month are invariably impressed by the magnificent scene and the establishment of Hiram Walker's scientific orderliness and cleanliness has been one of the major selling points of our products.

Packaging equipment was supplied by the following: Filters, filter washers, cleaning machines, filling machines and work tables—Karl Kiefer Machine Company: capping machines—Consolidated Packaging Machinery Corp.; case sealers—J. L. Ferguson Co. and Standard-Knapp Corp.; case scales—Toledo Scale Co.; label gummers—Potdevin Machine Co.

J. L. Morrison Division of Harris-Seybold-Potter Company (formerly J. L. Morrison Company) is now located at 813 Washington St., Dayton, Ohio. All production operations, administration and sales will be conducted at the new location.

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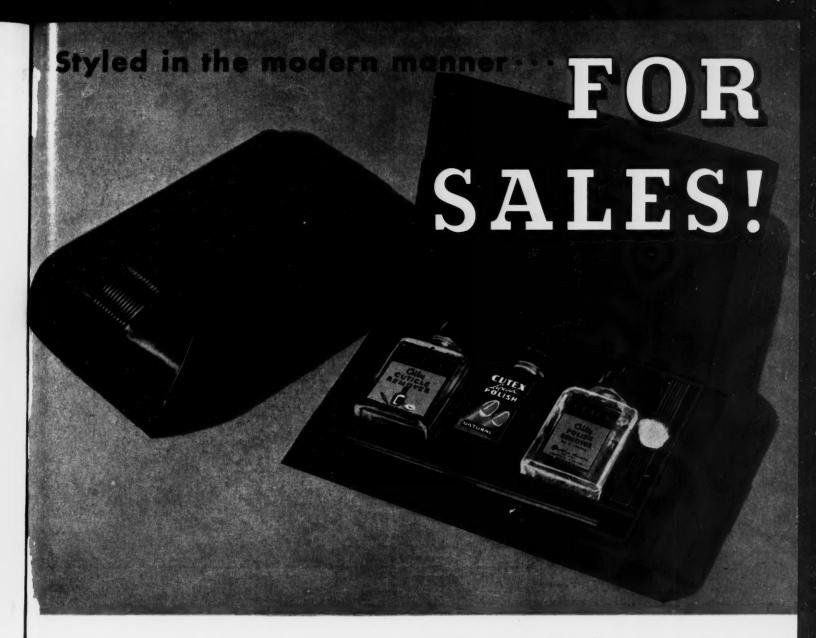
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Hundreds of leading manufacturers . . . many of the most important set-up, folding box and carton makers . . . are changing over to the high-speed BRIGHTWOOD Carton and Box forming machines. Why? Because the BRIGHTWOOD delivers finished containers at a rate of one a second!

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CUTEX, wide awake to modern packaging trends, creates a smartly designed, quality package with Durez. It's radically new in design, one of the most outstanding packages that has appeared in a long time... designed to increase sales on one of the most highly competitive items sold to women.

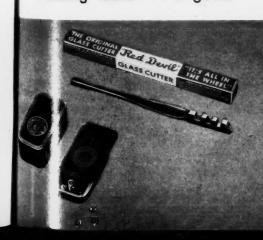
And it passes the acid test! It does catch women's attention, is a real help in selling the

kit. AND, when the woman buys the kit, she finds it an ornamental accessory to her dressing table . . . a good reminder to say "Cutex" when repurchasing.

If you are thinking of a new package ... if you'd like to have a package that stands out from the crowd, that does a real selling job—investigate Durez. It has unlimited design possibilities ... is light in weight, strong, with a permanently attractive surface finish. Let us send you sample jars, boxes and closures ... and "Packaging News" free each month.

Write (telling what you make) to General Plastics, Inc., 1210 Walck Road, North Tonawanda, New York.





Newest thing in small packages are these Durez slide top boxes. The one shown is used by Landon P. Smith, Inc., to package spare wheels for the Red Devil glass culter. The box requires only one hand to open, ideal for small parts, pills or capsules.

Easy on the temper, the Durez caps for Merck Boric Acid and pulling and fugging. They never bind, yet screw on so tightly that leakage and evaporation are entirely prevented. They're inert to acids, alkalis, solvents. Name and trade-mark



• VAPOR · VACUUM\* SEAL. ING (with WHITECAPS) is per. fect packaging for fruit juices.

• THE HIGH VACUUM in the headspace preserves the original fine, natural flavor.

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